FEBRUARY 2, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

12 of the 16 most popular local new york shows (other than news or commentators) are on WOR*

of the 10 new york women's service shows which reach the most people at the least cost, the top three are WOR shows

*according to the Nov.-Dec. '47, Hooper Report

At a time when agencymen and their clients are feeling pennies fitfully, there's a station in this land which is doing an extraordinary job of keeping selling costs basement-style. It's WOR. And the method's *not* magic.

WOR's amazing ability to reach more people and make more people reach for what you have to sell, is a skilled dovetailing of planned programming and probably the greatest coverage of any station in the United States.

For, you see, WOR shows are, first of all, shows that WOR is proud to carry. But they must pay through the cash register, or else.

Secondly, WOR is heard regularly by 34,057,161 people, ¼ of the nation, in 430 counties in 18 states.

It's an unbeatable combination and priced so low that our treasurer—ever on the lookout for a loose nickel—says no good can come of it. We just laugh gaily and toot our party horn, and keep trying to make the low cost lower.

wor—heard by the most people where the most people are

mutual

JOHN ROHERTY,

Grocer

Elkhorn, Wis., says . . .

"There's a heavy demand for WLS-advertised products"

For 17 years John Roherty traveled for a Walworth county meat packer; his sister Margaret worked for the same firm 21 years. Thus when they started Roherty's Grocery and Market in Elkhorn, Wisconsin, two years ago, both well knew the kind of people who would be their customers. The Roherty's knew they would be dealing with WLS listeners.

Most of their orders come in by telephone—specified brand names. Margaret, who supervises the grocery, stocks most WLS-advertised brands. She carries all but two of the products on WLS-Feature Foods—and has ordered one of these. John specializes in the meat department, assisted by his son, who handles the two deliveries a day. His daughter Pattie works in the store summers.

Elkhorn, 85 miles northwest of Chicago, is the Walworth county seat. The town has 2,382 people; the county population is 33,104 with 69% rural. In 1946, retail sales were almost 32 million dollars . . . food sales 7½ million . . . effective buying income 42 million dollars!

Here is a rich county effectively served by WLS, where WLS is intensively *listened to*. In 1946 we received 4,720 letters from the 9,930 radio homes—almost 50% response. BMB also shows WLS with a high penetration—72% day, 71% night.

For 24 years WLS microphones have been focused on the families who make up such prosperous Midwest America communities. Our intimate interest in their problems . . . the service and entertainment we give them . . . have made them loyal listeners to WLS . . . listeners who go to their local merchants to *buy*—and assure you advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

AUBREY G. BUTLER
President
GLENN SNYDER
Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

"Who-o-o-o-ever

*wants results in the Philadelphia area should use WCAU—the station that penetrates—like the owl's eyes—into more radio homes—your customers—than any other Philadelphia station.**

*BMB Hooper Pulse

"Umbrella Coverage"

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

CONFIRMATION by Senate Friday of both Wayne Coy and George Sterling as FCC members immediately confronts FCC with selection of chief engineer as Mr. Sterling's successor. Best bet: John Willoughby, veteran staffer and acting chief engineer. Action may be delayed until return from London late this month of Comr. E. M. Webster, who also came up through engineering ranks.

FIRST FALL contest for NBC *Truth or Consequences* likely to be known as "Mr. and Mrs. Hush." Sponsor, Procter & Gamble Co., and agency, Compton Adv., sold on value of contests as sales producers.

CARLETON SMITH, general manager of WRC and WNBW (TV) Washington, reported considering proffer of promotion and transfer to New York and NBC television managerial post under Noran Kersta, director of television operations.

MENNEN'S Men's Products, Newark, through Duane Jones Co., New York, buying quarter-hour musical and occasional news shows with starting dates varied but some scheduled Feb. 9 meanwhile cancelling five-minute programs on all stations effective Feb. 6.

CBS is all out on TV black-and-white bandwagon. At recent advisory committee meeting, members were urged to advise all affiliates to get in on television posthaste even though CBS feels present allocations are inadequate.

LOTS OF RADIO EARS will be attuned to Rochester, N. Y., Feb. 13 when Stromberg-Carlson dedicates new Radio City. Highlight will be first address by Chairman Wayne Coy since he assumed FCC helm. He'll tell 'em radio facts of life, as he sees them, with particular reference to FCC jurisdiction over programs.

YOU CAN JOT DOWN now that Mr. Coy doesn't regard mathematical formula on commercial versus sustaining as answer on programming, which is tantamount to giving FCC's Blue Book black eye. He feels there are stations 90% commercial that can and do perform more efficient public service than some outlets which are 50% sustaining.

LOUISVILLE'S TV tussle, pitting WAVE against WHAS for coveted channel 5, will be resolved without pyrotechnics. WHAS will settle for channel 9, originally assigned to it, leaving WAVE's claim for channel 5 uncontested.

TO COMPLETE its statutory limit of five TV stations, CBS expected to file shortly for facilities in Los Angeles and San Francisco. It already has grants in New York, Chicago and Boston. Its eastern network includes its own WCBS-TV New York, WCAU-TV Phila-

(Continued on page 86)

Upcoming

Feb. 3-4: NAB Educational Standards Committee, NAB Hdqrs., Washington.

Feb. 9: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

Feb. 9-11: NAB Board International Advisory Committee, NAB Hdqrs., Washington.

(Other Upcomings on page 82)

Bulletins

JAMES L. STIRTON, assistant to E. R. Borroff, vice president in charge of ABC Central Division, appointed Friday to new post as general manager of division. Mr. Stirton originally program executive of Blue and joined division on discharge from Marines in 1945.

SLANDER and libel suit against MBS and WRR Dallas dismissed by Texas District Court in Dallas Friday. Suit, asking $75,000 damages, brought by former Army instructor of Dallas, resulted from wartime broadcast by Commentator Cedric Foster who called plaintiff Nazi sympathizer on basis of letter received from him. Mr. Foster was key witness at four-day trial.

WBAL Baltimore renewal hearing recessed Friday to Feb. 3. Drew Pearson, part-owner Public Service Radio Corp., competing for WBAL facilities, to testify Feb. 9. (Early story page 85).

Business Briefly

TV INTERVIEWS ● Reynolds Co., Philadelphia and New York (stock brokers) believe first in their field to use TV, with video interviews with businessmen over WPTZ Philadelphia Tuesdays, 8-8:15 p.m. beginning Feb. 10 for 26 weeks. Agency, Philip Klein Ad., Philadelphia.

COMPLETE AD COVERAGE ● To insure full benefit video broadcasts New York Giants baseball games, Liggett & Myers Tobacco Co. sponsors, bought all display space at Polo Grounds. Image background will always be Chesterfield ad.

MUNTZ CANCELS ● Earl "Madman" Muntz leaving auto business to enter video and movie production, cancelled weekly radio budget of $11,500 in Los Angeles and New York. Firm to be known as Muntz Shore Inc., Hollywood.

GULF RENEWS ● Gulf Refining Co., Pittsburgh, renewed contract for *We, the People* on CBC Tuesdays, 9-9:30 p. m., effective Feb. 3. Agency, Young & Rubicam, New York.

CBS RELEASES TENTATIVE TIME CHANGE PLANS

CBS Friday sent letter to affiliates announcing network prepared to install delayed broadcast schedule during DST period this summer providing union and advertiser agreement obtained (early story page 13). Stations in Standard Time zones advised their contribution to defray cost of project—involving all CBS programs—would be 2.12% of total 1947 network payment to each station.

FCC Lifts Stigma From Racing Programs

NATIONWIDE REVIVAL of programs of horserace information foreseen Friday as FCC handed down opinion holding in effect that such programs will not be frowned upon if they're part of balanced overall program service. Commission noted every community has "multitude of interests," and said:

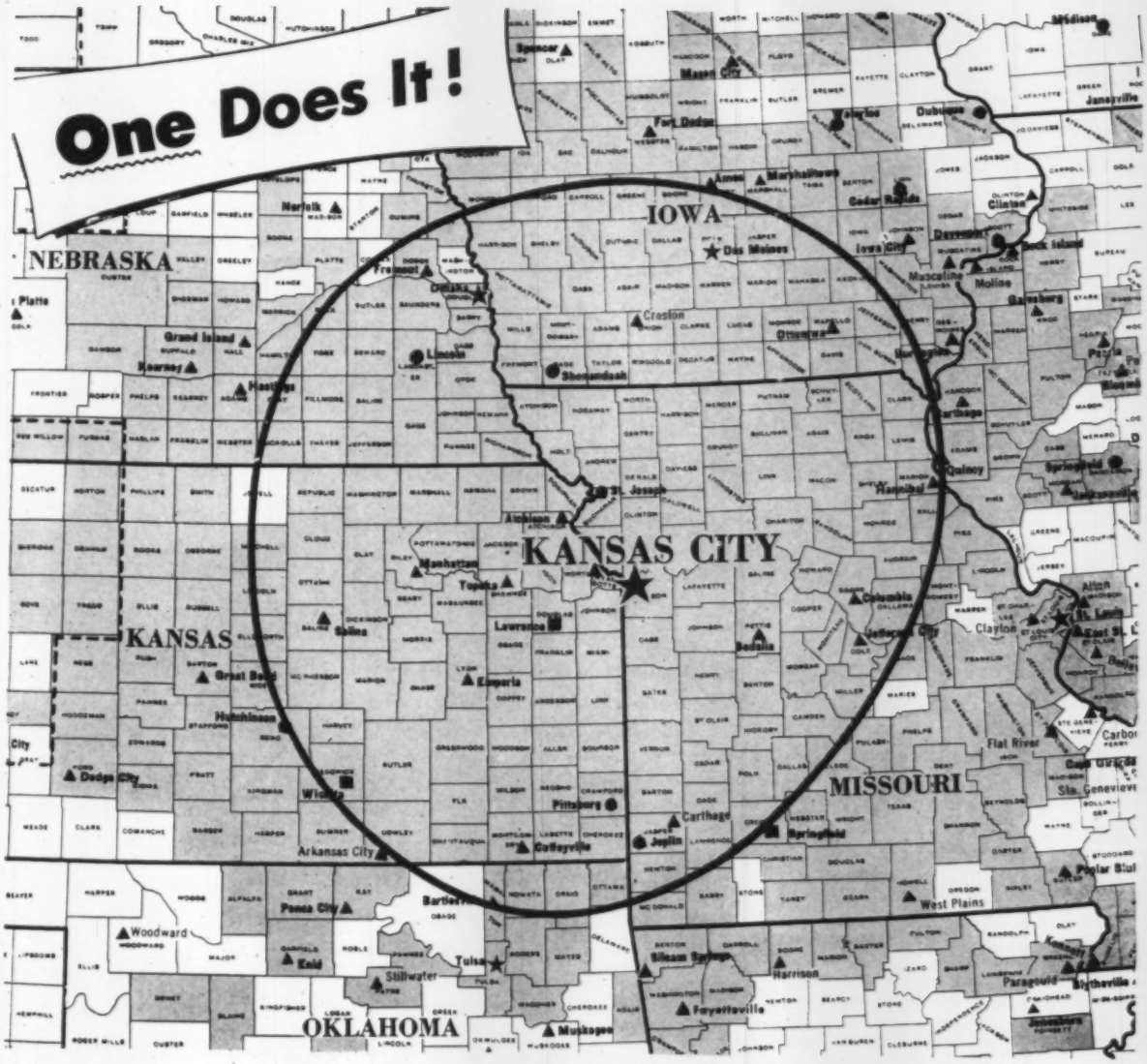
The practical day-to-day problem with which every licensee is faced is one of striking a balance between these various interests, to reflect them in a program service which is useful to the community, and which will in some way fulfill the needs and interests of many. One of these, certainly, is an interest in sports. No question could therefore be raised concerning a program service which gave some measure of recognition to this interest among many others. Where, however, a large amount of time is devoted to programs involving the dissemination of horseracing information, question arises whether other substantial interests are being afforded due recognition, or are being neglected.

Ruling came in opinion granting renewal to WWDC Washington and dismissing its petition for declaratory ruling on question whether its AM and FM licenses would be jeopardized if it carried racing data [BROADCASTING, Oct. 20, Dec. 15]. During pendency of petition, station had started offering such information.

Comr. Robert F. Jones concurred in renewal to WWDC but held that FCC should not consider "the particular program" since it violated no law. "Under the Act," he insisted, "the licensee has the responsibility of selecting the program content to be broadcast . . . ." Comr. Paul A. Walker concurred in renewal since "in general, [WWDC] is operating in the public interest," though he contended horserace programs are not in public interest.

FCC cited several factors to be considered asserting they are "not necessarily all [but] among the most relevant and important ones. These included: Local attitudes toward, and laws on, horse racing; method of handling such broadcasts and extent to which details are used; and "identity and interest of the sponsor." With respect to these factors in WWDC case, opinion said:

It appears from the facts submitted that the WWDC programs devoted to disseminating racing information in themselves present no substantial question. The information broadcast is obtained from regular news services and the broadcasts do not deal exclusively with racing information. The information given is not presented with such urgency or in such detail as to suggest that it is primarily designed to be of assistance to those who may be engaged in betting or gambling on horse racing, which is illegal [in D. C.]. Only the results of the races and pari-mutuel prices are announced. There is a 10 to 15 minute interval between the running of the race and the announcement of the results over the air, and the sponsors of the program appear to be reputable merchandising and service enterprises in the community with no connection with betting or gambling on horseracing.



KCMO ½ millivolt contour map
50,000 Watts *Non-Directional* - Daytime
superimposed over actual mail count map*

One *station*

One *set of call letters*

One *spot on the dial*

One *rate card*

50,000 Watts Day . . .
10,000 Watts Night — on 810 kc

National Representative:
John E. Pearson Co.

Base map courtesy Broadcasting Magazine

***387 COUNTIES** — 174 more than the 213 in the KCMO ½ millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.

KCMO

Kansas City, Mo. — Basic ABC for Mid-America

Forever Listening is AMBER (Iowa)

. . . listening to WMT, that is. Amber is a small town in neighboring Jones County. Our home county has to go some to keep up with the Joneses—for even our competitors* admit that 100% of the radio families in Jones County listen to WMT. (We're listened-to-most by 78%!)

Among the 101 counties in WMT's BMB map there are many counties like Jones—where the finest frequency in Iowa radio (WMT's 600 kc) carries fully balanced program fare to rural and urban markets.

Cultivate potent WMTland. Ask the Katz man for details.

* *Name on request.*

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Knight

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

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* Reg. U. S. Pat. Office

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NOW!

SELL *the rich Raleigh, and Eastern Carolina market . . . Economically*

with

WNAO

5000 watts DAY & NIGHT 850 k.c.

ABC

Broadcasting Services of the
RALEIGH NEWS AND OBSERVER
Raleigh, North Carolina

Get the FULL STORY from

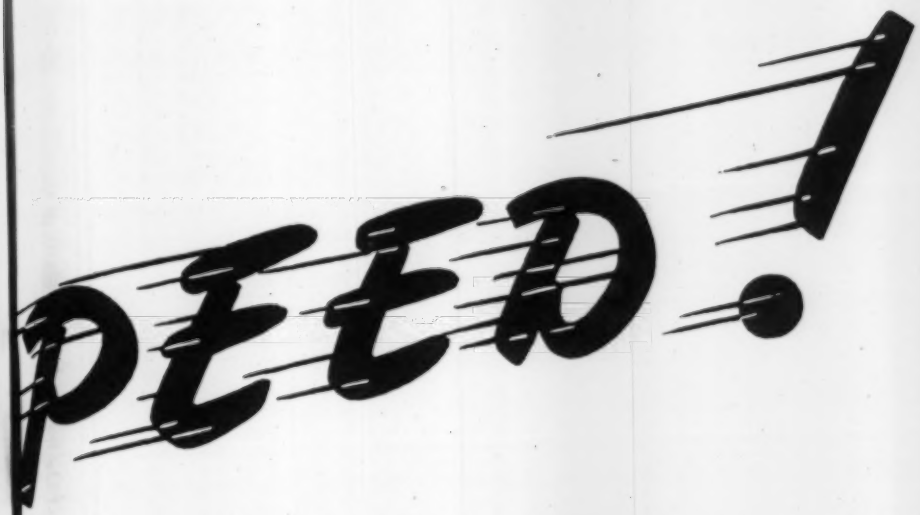
AVERY-KNODEL, Inc.

New York
Chicago
Atlanta
Los Angeles
San Francisco

This . . . is

"RADIO RALEIGH"

ON THE AIR ABOUT MARCH 1



• Spot Radio gives you SPEED—with control. You can start fast, stop fast, speed up or slow down for the sales curves.

Well planned spot campaigns can reach more people faster than any other major medium.

And these well planned spot campaigns will include these stations. Make sure that your plans do.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
Milwaukee—WTMJ-TV

EDWARD PETRY AND CO. INC.

Any advertiser can — and most advertisers should — use Spot Radio

WILMINGTON, DEL.

WDEL

Sells...

● Consistently
● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

5,000 WATTS
DAY &
NIGHT

NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

By RALPH TUCHMAN

EAVES-DROPPING is not a practice Ralph Edwards would normally condone. But he makes an exception each time he calls a winning letter-writer in the "Walking Man" contest, as an extra legal precaution.

All told, 10 ears drop on each word exchanged between the *Truth or Consequences* m.c., and a letter-winning contestant. And the ears are distributed as follows: Four belong to two court reporters who transcribe the conversation; other interested pairs belong to a representatives of *Truth or Consequences;* a representative of NBC and another for the American Heart Assn.

When Ralph Edwards announced "The Walking Man" contest to his NBC audience several weeks ago, that was an alert signal to the Donnelley office in Los Angeles.

Though little publicized, this firm makes conduct of such contests possible. For it is they who screen the thousands of letters which seek the recognition of a telephone call from *Truth or Consequences* and provide the human machinery which aids considerably in judging the mail flow.

NEGOTIATIONS which preceded the start of the "Walking Man" contest on NBC *Truth Or Consequences* featured (l to r): Mr. Edwards; G. A. Ralston, Procter & Gable Co., director of nighttime radio; Justin Dart, president of Rexall Drug Co. and director of the American Heart Assn.

* * *

Their contest-handling "know-how" dates back to 1935 when the

(*Continued on page 68*A)

On All Accounts

WHEN Gordon Crowe, a native of Memphis, was briefly stationed at Salt Lake Army Airbase during the war, he recognized the truth of a phrase credited to Utah's founder—Brigham Young—namely, "This Is The Place." Crowe had served as a reporter on the Memphis *Press-Scimitar* and had gone to Hollywood as a regional winner in the CBS *Gateway to Hollywood* radio-movie auditions prior to the war. "Frankly," he says today, "I'm one local boy who didn't make good in the film capital."

But, during his Army career, which included service with Air Force Public Relations, Gordon, who was editing field newspapers, became a field correspondent for *Yank*. The Army publication printed so many of his yarns that he was transferred to the New York office staff. There, in the city that houses many of the nation's major advertising concerns, the notion of entering the agency business with a firm of his own began to jell. During his spare time, this lanky, personable Southerner made the rounds of a score of agencies, but not in search of a peacetime job. He was searching for ideas and "know-how."

GORDON

When the war ended, he remembered the business possibilities in Salt Lake which he had viewed at first-hand, and immediately headed for Utah's capital city. While hunting housing and office space, he joined the staff of station KALL as an announcer-writer, awaiting the discharge of his brother-in-law, David Cooper, from the Air Forces. Together they formed the Cooper and Crowe Advertising Agency in May 1946—and promptly began specializing in radio accounts.

Mr. Cooper, wounded overseas, was forced to leave the agency field and move to Arizona, but Mr. Crowe has retained the firm name, and has built the rapidly expanding agency into one of the largest users of radio in the entire Intermountain region. During the past year, his radio billing has included such major Utah concerns as Axelrads, Banquet Better Foods, Darling Stores, Hoffman's Hardware Co., McFarland & Sons Meat Packers, Wilson's Products, Vim Dogfood and other regional accounts. In addition to a host of local Salt Lake advertisers, Cooper and Crowe

(*Continued on page 69*)

Remember the story about...

The sand particle

That slipped into the oyster

And a pearl resulted?

That's just about the way WWDC grew down here in the District of Columbia. It started small . . . and made Washington its oyster! It was sales results that made it the pearl in this vast market that has money to spend. Shooting to the top . . . WWDC now puts out a 20,000-watt FM signal. No other FM station is more powerful in this area. Make it 1450 on WWDC-AM and 101.1 on WWDC-FM for low cost sales results.

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Represented Nationally by
FORJOE & COMPANY

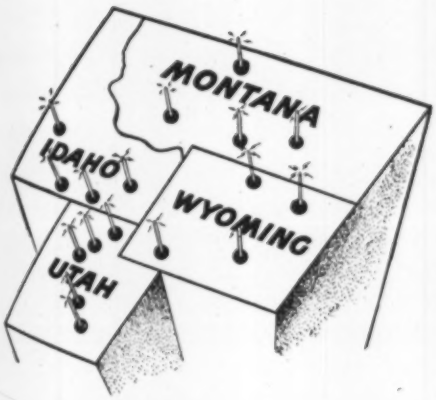
One of a series. Facts on radio listening in the Intermountain West

In the Afternoon

THERE'S 50% MORE SETS IN USE

outside of Salt Lake City

. . . . and the Intermountain Network delivers 49.7% of this greater audience



The Winter, 1947 Hooper reveals that in the afternoon 29.2% of the radio sets are in use in 13 Intermountain cities **outside** of Salt Lake City. This is 52.6% more than in Salt Lake. And Intermountain Network stations deliver 49.7% of this greater audience with a Hooperating of 14.5 between 12 noon and 6 p.m.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

AFTERNOON HOOPERATINGS

Monday thru Friday—Winter, 1947

Time	Sets-In-Use	INTER-MOUNTAIN NETWORK Rating	Share of Audience
13 Intermountain Network Cities* (outside of Salt Lake City)			
12.00 N-6:00 p.m.	29.2	14.5	49.7
Salt Lake City			
12.00 N-6:00 p.m.	19.2	4.2	21.9

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. **National Representatives**

New York — Chicago — Los Angeles — San Francisco — Atlanta

how would you like to STUMP THE BAND in BOISE?

● Boise, Idaho, supplies about as nice an example of spot-radio's advantages as any market you could name. One of America's most isolated cities, it is also almost unbelievably prosperous—is a prime prospect for Bull's-Eye Radio, in an area where you won't gain much from *any other kind!*

And isolated as it is, Boise's KDSH is a *showmanship* station—actually puts on 22 local live-talent programs per week, of which "Stump the Band" is Boise's *only* audience participation show, and probably the most popular program in this golden part of Idaho.

In Boise or any others of the markets listed at the right, Bull's-Eye Radio is your one best bet for highest results and lowest costs. May we *prove* it to you?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: *444 Madison Ave.* · CHICAGO: *180 N. Michigan Ave.* · DETROIT: *Penobscot Bldg.* · FORT WORTH: *406 W. Seventh St.* · ATLANTA: *Palmer Bldg.* · HOLLYWOOD: *6331 Hollywood Blvd.* · SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

Vol. 34, No. 5 WASHINGTON, D. C., FEBRUARY 2, 1948 $7.00 A YEAR—20c A COPY

Truce Opens Way for Music Contract

FM Duplication Permitted; No Decision on Video

JAMES C. PETRILLO last week agreed to relinquish his ban against duplication of network programs on AM and FM facilities and to extend present network contracts 60 days beyond their scheduled expiration date of Jan. 31 in a conciliatory move that was generally regarded as at least opening the way for resolution of the radio-AFM differences.

The questions of music for television, live music originations on FM stations or FM networks, and AM network wage scales of musicians were left for further discussion.

Extension of the network contracts and elimination of the AFM prohibition against FM-AM network duplication were disclosed in a joint announcement issued by network executives and Mr. Petrillo after a negotiational conference at the union president's New York headquarters.

Networks Wire Affiliates

The interim agreement was reached, it was announced, "because it will not be possible to conclude a formal agreement with all details" before last Saturday's contract deadline.

Within hours after Mr. Petrillo's go-ahead on FM duplication was made public Thursday all four major networks had dispatched wires to their affiliates carrying the text of the joint announcement and adding their official blessings on dual programming.

The CBS message to affiliates said that starting Feb. 1 all CBS commercial programs as well as sustainers "would be made available to the AM network for FM broadcast without cost to the advertisers and stations." The CBS wire pointed out that "this is the same basis upon which FM duplication by CBS-affiliated stations was announced Jan. 24, 1944, and which continued until Oct. 29, 1945."

Messages of other networks to their affiliates said substantially the same thing. Of the 174 CBS affiliates, 45 operate FM outlets. Fifty-five of the 168 NBC affiliates have FM outlets; ABC lists 70 FM of a total of 266 affiliates, and MBS 65 out of 476 affiliates.

Mr. Petrillo was scheduled to take up the difficult problem of settling wage scales for musicians on broadcasts originating on FM stations or FM networks at a meeting with FM broadcasters Friday afternoon.

It was believed he would also discuss the musical problems involved in duplication of programs on non-network AM and FM stations.

His interim agreement with the major networks pertained only to broadcasts on AM networks and duplicated by AM and FM affiliates. The agreement, which was seen as a major concession by Mr. Petrillo in view of his long-standing ban against such practices, was reached after network executives had made two points clear:

● That the addition of FM affiliates to a major network was no different from the addition of AM affiliates and that in the latter instance musicians received no greater pay for performing on a network of 170 stations than one of 400.

● That to date the major networks have not raised their time rates to advertisers because of the addition of FM affiliates, believing the expansion of audiences in such instances had not warranted increased rates.

The second argument, it was understood, was not supported by some FM adherents who pointed out that in some instances audiences had indeed been increased by FM affiliation. These quarters felt the use of such an argument opened the way for future renegotiation of musicians' scales at such time as the FM audience grew to appreciable proportions.

No Commitments Asked

The joint announcement by Mr. Petrillo and the networks also said that "no commitments will be requested of the networks relating to the employment of musicians by their affiliates."

Text of the joint network-union announcement Thursday follows:

"The networks and the union are making satisfactory progress in their negotiations. However, it will not be possible to conclude a formal agreement with all details before Jan. 31, 1948, when the present contracts expire. The parties, therefore, announce that they will maintain the status quo for a further period of sixty days.

More Music on FM

"Recognizing the desirability of broadening the public opportunity to hear more music on FM broadcasts and in the expectation that FM broadcasts will provide additional employment opportunities for musicians, the parties are happy to announce that, in the meantime, FM duplication of AM programs will begin on Feb. 1, 1948.

"It is further announced that no commitments will be requested of the networks relating to the employment of musicians by their affiliates.

"The continuing discussions will also relate to the employment of

(*Continued on page 18*)

Networks Devising Summer Repeats

Stations Are Contacted On Plans to Record Entire Schedules

By EDWIN H. JAMES

CONFRONTED by an April deadline when 40% of the American population turns its clocks to daylight saving time and the rest remains on standard time, the four major networks already are planning summer scheduling.

ABC reported it would install the complete summer rescheduling by means of recorded repeat broadcasts which it used successfully last year.

Seek Support

NBC affiliates were being solicited to support adoption by that network of an equally comprehensive delayed broadcasting scheduling.

Mutual and CBS executives were putting final touches to repeat broadcast plans for early submission to their affiliates shortly.

Members of the NBC Stations Planning & Advisory Committee, which a fortnight ago discussed summer scheduling at a meeting with network executives in New York, were requesting the opinions of all NBC affiliates in a letter circulated last week.

NBC affiliates were asked whether they favored a plan for recording and delaying the entire 17-hour daily network schedule for those stations in standard time zones and whether they would be willing to bear a "proportionate" share of the cost. They were told that assessments against stations in standard time zones for delayed service would amount to from 40 to 50% of their one-time network evening hourly rate per week for the summer season.

Meanwhile, Niles Trammell, NBC president, has promised an official view on the subject by Feb. 15.

No details of the proposed Mutual and CBS summer plans were yet available, but it was indicated that both were discussing as broad a rescheduling as that promised by ABC and under consideration by NBC.

Discussion among major networks regarding adoption of drastic means to cope with summer scheduling prompted a reappraisal of seasons.

Hooper Statistics

The influence of daylight time on radio audience size was shown in statistics compiled by C. E. Hooper Inc. and reported to BROADCASTING.

In the pre-war years of 1939-40-41 when, following custom, part of the nation went to daylight saving while the rest remained on standard time, the average evening audience declined 17.1% from April to May it was shown.

In the war years of 1942-43-44 when the entire nation was on war

(*Continued on page 85*)

Coy, Sterling Appointments Okayed

Senate Gives Approval After Senator Tobey Questions Coy

THE RECESS appointments of Wayne Coy and George E. Sterling to FCC membership were made permanent by Senate confirmation last Friday.

The way for Senate approval was cleared by the Senate Interstate and Foreign Commerce Committee's unanimous approval of the nominations on Tuesday, following an exchange of frankly worded letters between Sen. Charles W. Tobey (R-N. H.), acting chairman of the Committee, and Commission Chairman Coy (see text of letters, this page).

Sen. Robert A. Taft (R-Ohio), chairman of the Republican Policy Committee, meanwhile had predicted on Thursday that there would be "no serious battle" over the confirmation of Mr. Coy, whose selection had been opposed in advance by Chairman Carroll Reece of the GOP National Committee. Sen. Taft, who had greeted the Coy nomination with the observation that he was "not favorably impressed," said after a meeting of the policy group that the party would take no position on the appointment.

Denies NBC Intent

In his replies to questions propounded by Sen. Tobey, Mr. Coy denied flatly that he was the "candidate" of NBC, or of any other "broadcasting interest, any affiliated broadcasting interest, or any communications interests." He denied that former FCC Chairman Charles R. Denny, now NBC vice president and general counsel, was instrumental in his appointment, and said that in fact Mr. Denny recommended the appointment of Gen. Telford Taylor, former FCC general counsel.

He pledged himself anew to serve public interest first, unswayed by any personal friendships or other influences.

He said he thought it "unnecessary" to change the present law on censorship of programs by FCC but conceded that "I would not be unsympathetic to any changes in language which might further clarify or strengthen existing provisions of law."

Mr. Coy said he could see "no sound reason for rewriting the Communications Act in the manner suggested by certain interests so as to deprive the Commission of the authority to review the overall program operations of station licensees." He did not feel FCC should prescribe "specific programs" that should or should not be carried, but insisted that "this salutary prohibition against any exercise of censorship powers by the Commission must not . . . be tortured into a claim that the Commission has no proper concern with the question whether licensees are in fact fulfilling their duty to operate in the public interest."

With respect to Sen. Tobey's claim that FCC records in the FM allocations hearing and findings were "altered" [BROADCASTING, Jan. 26], Mr. Coy said he had "uncovered no indications that transcripts of testimony or exhibits introduced in the hearing have been altered." He said he was "most anxious to get to the bottom of the matter" in view of the "gravity of the charges which you have made," and reassured the Senator that the entire subject will be brought before the Commission "as soon as I have been able to examine all of the relevant material."

He promised "most earnest and prompt attention" to the problem of reducing the backlog of pending applications and, referring to his suggestion that the Commission meet periodically with the Committee, said one of the subjects for the first such conference should be "the progress that is being made to increase the efficiency of the Commission's operations."

Indicating that the replies were satisfactory, the commerce committee gave its approval to the nominations on the same day Mr. Coy's letter was received. With Sen. Wallace H. White Jr. (R-Me.), committee chairman, still absent because of illness, Sen. Tobey was in charge of the executive session. Other members present were Sens. Clyde M. Reed (R-Kans.), Owen Brewster (R-Me.), E. H. Moore (R-Okla.), Edwin C. Johnson (D-Colo.), Tom Stewart (D-Tenn.), Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.), and Francis J. Myers (D-Pa.). Sen. Homer E. Capehart (R-Ind.), of Mr. Coy's home state, was absent when the vote was taken but joined the committee later.

Served Under Roosevelt

Mr. Coy, Indiana Democrat and federal administrator under President Roosevelt, and Mr. Sterling, Maine Republican and former FCC chief engineer, took office Dec. 29 and Jan. 2, respectively, under recess appointments by President Truman [BROADCASTING, Dec. 29, Jan. 5]. Mr. Coy was appointed to succeed former Chairman Denny for the term ending June 30, 1951. Mr. Sterling was named to succeed E. K. Jett, who resigned to become vice president and radio director of the *Baltimore Sunpapers;* the term runs to June 30, 1950.

FCC Head Gives Detailed Replies to Tobey Questions

QUESTIONS posed to FCC Chairman Wayne Coy by Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate and Foreign Commerce Committee, and Mr. Coy's replies are printed below in full.

Exchange preceded the Committee's unanimous approval of the nomination of Mr. Coy (and also that of George E. Sterling) for membership on the Commission.

Sen. Tobey's queries were contained in a letter dated Jan. 21; Mr. Coy replied Jan. 27. The exchange, arranged in question-and-answer form:

In view of the questions raised during the hearing before our committee on January 20, particularly with respect to the charge I made that Commission records in the frequency modulation allocation hearings and findings were altered, I am interested in knowing what, if anything, the Commission intends to do about the matter.

I realize that you were not chairman of the Commission when this alteration of records, or in fact the whole sorry mess of shifting frequency modulation allocations, took place. But I am concerned with what a Government agency, coming under the jurisdiction of this Committee, will do when such a misfeasance of duty is called to its attention. Therefore, I will look forward to hearing from you both with respect to what you intend to do and what finally is done to clear this matter, and to insure that similar action will not be lightly attempted again.

Answer

"I have made careful inquiry concerning the conduct of the Frequency Modulation Allocation hearings in connection with the allega-

(*Continued on page 73*)

Prospect of White Bill Action Dims

Illness of Bill's Author Will Necessitate Long Rest

CHANCES FOR favorable Senate action on the White Bill (S-1333) to amend the Communications Act at the current session faded last week with the disclosure that Majority Leader Wallace H. White Jr. (R-Me.), its author, will take a long rest upon doctor's orders.

Confined to the Naval Hospital at Bethesda, Md., for the past month, Sen. White had hoped to return to his floor duties as well as his chairmanship of the Interstate and Foreign Commerce Committee after a brief rest. It was stated at his office last Thursday, however, that he is suffering from hypertension presumably resulting from the heavy burden he has carried these past few years. Sen. White had announced his plans to retire from Congress with the close of the current session, terminating 30 years of continuous service in House and Senate.

In response to inquiries, Sen. White's office said that his physicians have ordered a "long rest." Pressure of his Republican floor leadership duties as well as committee activities, it was understood, forced him to forego regular meals and resulted in nervous indigestion. Sen. White's colleagues long have admonished him to let up, feeling that he was pushing himself largely on his nerves.

Tobey to Continue

Sen. Charles W. Tobey (R-N.H.), ranking majority member, will continue as acting chairman of the committee and will inherit supervision of the White Bill if the 70-year old chairman instructs. Mr Tobey, a vigorous and unrelating interrogator, is slated to succeed Sen. White as chairman next session. While he has not been a student of radio legislation and jurisprudence as has Sen. White, Mr. Tobey, nevertheless, has a grasp of the field and has indicated avid interest in FM, following the thesis of Prof. E. H. Armstrong, well known inventor, that the FCC allocations policy had impeded development of the art.

Meanwhile, the committee was awaiting receipt from the FCC of its comments on the White Bill—last of the parties asked to report. NAB and all four networks presented a solid front in opposition to the White Bill's provisions delegating authority to the FCC to consider programming on license renewals [BROADCASTING, Jan. 12, 19, 26].

FCC, it is understood, has considered the Bill section by section at several meetings during the past fortnight. The FCC is expected to favor the mooted Section 326, dealing with censorship but which now provides that nothing in the measure shall "limit" the FCC's right to consider past station performances in connection with license renewals.

Indications were that the Commission, on a split vote, would favor a rotating chairmanship, in lieu of the present law which authorizes the President to select the chairman. Chairman Coy, flanked by Commissioner Durr, it was deduced, favors an appointive chairman, while Vice Chairman Walker and Commissioners Hyde, Jones and Sterling favored the Bill's one

(*Continued on page 77*)

Political Libel Responsibility Defined

FCC Majority Rules Stations Not Liable

By RUFUS CRATER

(See story on Jones opinion this page)

IN ITS FIRST ATTEMPT to interpret the perennially perplexing political section of the Communications Act, FCC ruled in a 4-to-2 proposed decision last Friday that:

1. Sec. 315's prohibition against a station's censoring political broadcasts is "absolute," whether the material is libelous or not.

2. A station will be relieved of responsibility for libelous material in political broadcasts because of this federal prohibition against censorship.

3. "The most effective means of censorship is complete suppression," and stations, "having once exercised their discretion to carry [political] broadcasts, may not censor."

The interpretations, which were heatedly challenged by Comr. Robert F. Jones and with Comr. Rosel H. Hyde withholding any opinion on the absolution of licensees from responsibility for libel (see story, this page), were offered in a proposed decision in which the majority found WHLS Port Huron, Mich. guilty of violating Sec. 315 but granted the station's renewal application without hearing.

Use of a proposed decision led to speculation whether arguments might be called to permit parties other than the principals to voice their views on the subject.

The majority recognized the lack of prior interpretations of the political provisions of the law, and said they found no evidence of "deliberate or wilful" violations by WHLS.

Began in 1945

The WHLS proceeding, dating to Nov. 21, 1945, when the station's renewal application was set for hearing, originated in a broadcast on March 5, 1945, by one Carl E. Muir, then a candidate to succeed himself as a city commissioner.

The facts of the case were not disputed. Summarized, they are:

Mr. Muir discussed a proposed bond issue for a filtration plant, which was one of the issues of the campaign; he mentioned no names, though his views opposed those of other commissioners. His own candidacy was not mentioned, but the attorney who introduced him attacked a Mr. Mactaggert, who was a member of the commission, and the city manager, neither of whom was a candidate in the election.

WHLS provided free time for the broadcast and announced that responsible persons wishing to present conflicting views would be alloted an equal amount of time. Mr. Mactaggert afterward told Herman L. Stevens, co-owner of the station and then on the city commission, that he considered some of the comments actionable but would take no legal action if no further attacks were permitted.

An attorney subsequently bought time for a series of political talks by Mr. Muir. The first script was found to contain attacks on Mr. Mactaggert and the then dominant element on the commission. Mr. Stevens showed it to Mr. Mactaggert, who said some of the statements were untrue. WHLS then cancelled Mr. Muir's scheduled broadcasts and those of two other candidates, and announced that future political broadcasts would be limited to forum or roundtable discussions presenting both sides and conducted under the auspices of a recognized nonpartisan organization. Mr. Muir and another candidate protested to FCC, asking that WHLS' license be revoked or not renewed.

In its decision, the Commission majority considered it unnecessary to decide whether Mr. Muir's original broadcast was or was not a "political" speech. Clearly, they ruled, the cancellation of his second talk was "censorship." The majority reasoned:

"It was . . . no less an exercise of censorship when the station refused to carry the program by Mr. Muir, which it had contracted for, because of the allegedly libelous nature of some of the material it contained than if it had permitted the broadcast to be made but had insisted on the speaker making changes and deletions in his script to conform with the desires of the radio station."

The opinion continued:

Nor can such censorship be excused on the claim that it represents a proper exercise of the station's option under Sec. 315, to refuse the use of its facilities to all candidates. The privilege of a station to refrain altogether from the carrying of political broadcasts by candidates for any office or offices in any particular election was certainly not intended to operate as an exception to the proviso prohibiting any censorship of specific political broadcasts already scheduled and arranged.

It was, rather, designed to insure that broadcast licensees retain their authority and responsibility to make an independent determination as to the extent to which their broadcast schedule should be devoted to any particular type of radio program. Both the proviso and the last sentence of Sec. 315 must be given meaning. But to hold that a station can adopt a policy of carrying broadcasts by the candidates for a particular public office, contract with the candidates to make such broadcasts, and then withdraw from the field of political broadcasts when they examine the script of the first scheduled program and find its contents displeasing, would deprive the proviso of a substantial part of its meaning and import in a manner which is not required to give the last sentence of Sec. 315 meaning or effective scope for application.

Thus both the proviso and the last sentence of Sec. 315 are given full recognition in the conclusion that licensees are free, in the exercise of their discretion, to refuse to carry altogether broadcasts by all political candidates for any given office in any particular election, but having once exercised their discretion to carry such programs, may not censor.

The majority next approached the question of a station's right to censor political broadcasts for libel or slander. A station has no such right, they concluded. But it was conceded that this is "a question which has proved to be perplexing over the years to Congress, the Commission and the broadcasters

(Continued on page 80)

ON THE EVE of 1948's national elections, FCC last Friday handed down a proposed decision which will have effect on virtually all stations: an interpretation of the law on political broadcasts. The wisdom of the pronouncements, and indeed FCC's right to make them, were questioned seriously and acidly by Comr. Robert F. Jones, a former Congressman, while Comr. Rosel H. Hyde withheld any opinion on one of the majority's basic conclusions. So that licensees may more easily evaluate the divergent opinions, BROADCASTING presents separate accounts: the majority to the left; Messrs. Jones and Hyde at right.

Jones Rebukes Views In Ruling on WHLS

(See story on majority opinion, this page)

IN AS STINGING a rebuke as one FCC member ever handed his colleagues, Comr. Robert F. Jones told the majority in the WHLS case that they were enunciating "dangerous" dicta for which they had no authority and which Congress itself had refused to enact.

Contending that WHLS did not err in the first place, he charged that the principles laid down by the majority were "oblique rules" and "judicial legislation"—not reviewable in court because they were uttered in granting rather than denying a license—and then declared:

It is ironical that the Commission, the champion of fair play in the majority opinion enunciating "equal opportunity" under Sec. 315 of the Act, the publisher of the "Blue Book" guide to the industry to air both sides of controversial questions, should choose this proceeding to govern the industry without first offering every licensee his chance to be heard.

This method of governing the entire broadcast industry without giving all licensees the right to express their views is in my opinion an evil as serious as any the Commission is presuming to correct.

Comr. Rosel H. Hyde agreed with the majority that WHLS had violated Sec. 315 but should be given renewal, and that Sec. 315 forbids censorship of political broadcasts "for any reason whatsoever." But, FCC noted, he also felt "that the question of whether a licensee is to be held liable for libelous or slanderous remarks made by candidates for public office over his station, in view of their lack of control over such broadcasts, is a matter for decision by Congress or the courts and not by the Commission. He therefore expresses no opinion on this question," FCC said.

Mr. Jones branded as "unnecessary to a proper decision," and "extremely dangerous," those "portions of the majority opinion which hold that (1) WHLS committed an act of censorship prohibited by Sec. 315 when it refused to carry any political speeches by any of the candidates, and that (2) all radio broadcast stations are relieved by operation of federal laws from any and all responsibility for libelous material included in political broadcasts carried under Sec. 315."

He asked:

Aside from damages to individuals and public institutions, who will suffer monetary damages of undeterminable amounts if the view of the Commission majority in this case is wrong?

He accused the majority of denying redress to individual citizens

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How Sec. 315 Reads

SECTION 315 of the Communications Act, nub of FCC's intramural controversy in the WHLS Port Huron case is as follows:

Sec. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

ONE OF HIGH SPOTS of week for four "Voice of Democracy" winners was audience with President Truman. Girls are (l to r): Janet Geister, Cuyahoga Falls, Ohio; Rose Ellen Mudd, Missoula, Mont.; Alice Wade Tyree, Lawton, Okla.; Laura Shatto, Hagerstown, Md.

CONTEST

High School Winners Feted in Capital

SUCCESS of the first "Voice of Democracy" contest for high school children, in which nationwide attention was directed to guarantees of free speech under the democratic system, will insure permanency of the contest, Dr. John W. Studebaker, U. S. Commissioner of Education, revealed in awarding scholarships to the four National Radio Week winners.

With high government and Congressional figures participating, the scholarships were awarded to four girls at a luncheon held Wednesday at the Hotel Statler, Washington. Sponsoring the contest were NAB, Radio Manufacturers Assn. and the U. S. Junior Chamber of Commerce. The luncheon was a high spot in a week of events that included nationwide broadcasts and a visit with President Truman.

Presentation by Clark

The four girls were selected by a board of judges, who selected winners on the basis of literary and microphone ability.

In making the presentations, Attorney General Tom Clark commented on the fact that all the winners were girls. "This could happen only in a land where equality of opportunity is a part of the national creed," he said. "I hope it symbolizes an era in which women will take a more active interest in public life. You are living in the most challenging age of all times. You now have wonderful tools with which to explore and utilize the rich resources of the earth for the betterment of mankind."

MBS broadcast the presentation. Each of the girls received a $500 check, Bulova wrist watch, and scroll prepared by W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA Radio Week Committee.

Dr. Studebaker, toastmaster of the luncheon, announced the Office of Education will circulate transcriptions of the oral essays, titled "I Speak for Democracy," among thousands of schools over the nation. He called on schools and colleges, as well as press and radio, to "recognize and aggressively accept the responsibility of propagating the democratic faith."

He said the educational uses of radio have "tremendous possibilities", referring both to schools and to educational programming by broadcasters "who reach the great rank and file of citizens."

During their White House visit, President Truman told the girls he was happy they were speaking for democracy at a time when it is so widely distorted. He told them the people in a totalitarian state are the pawns of government whereas in a democracy they are citizens with equal rights and opportunities.

Over 20,000 high school students competed in the nationwide contest, and Dr. Studebaker predicted the 1948 competition will extend into "tens of thousands" of additional schools. Preliminary judging was handled in 500 communities located in 39 States and Alaska.

Members of the national board who selected final winners were Gen. Omar N. Bradley; Attorney General Tom C. Clark; Father Edward J. Flanagan, director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the *Houston Post*, operating KPRC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz; James Stewart, actor.

The girl winners, and stations at which their essays were broadcast, were Janet Geister, Cuyahoga Falls, Ohio, WHKK Akron; Laura Shatto, WARK and WJEJ Hagerstown, Md.; Alice Wade Tyree, KSWO Lawton, Okla.; Rose Ellen Mudd, KGVO Missoula, Mont.

AWB

Retail Radio Advertising Featured at Convention

By MARY ZURHORST

A NEWS FLASH was dropped unexpectedly into the laps of the women broadcasters Friday when Bert Lown of Associated Program Service predicted the Petrillo-called recording strike would be over on or before March 19.

Mr. Lown, who gave a 10-minute speech before the Association of Women Broadcasters Convention at Washington's Mayflower Hotel, said that last May he told the press that Petrillo would pull a recording strike when the AFM contracts expired Dec. 31. He based his prediction then on the fact that WCFL Chicago, licensed to the Chicago Federation of Labor, had asked Mr. Lown's transcription service, "How much of a backlog do you have in case of an emergency?" and WCFL had followed up the question by placing a three-year recording contract at a firm price. At the same time, Mr. Lown said, New York's Local 802 also inquired into Associated's backlog. It was then, he said, that he knew the strike was coming.

Mr. Lown's disclosure was preceded by the Friday morning retail radio advertising clinic, with Lee Hart, NAB assistant director of Broadcast Advertising, as chairman of the panel.

Pointing out the retailer's oft-felt need for immediate sales results, Miss Hart stressed the importance of better public relations with the listening public, vendors and sales personnel. She also recommended that women broadcasters encourage local retailers, agencies and stations to study NAB and National Retail Dry Goods Assn. radio advertising material.

Enid Day, member of the panel, and radio director for Davison-Paxon Co., Atlanta department store, urged women in radio to identify themselves with their retail sponsor in such a way as to typify the sponsoring firm. She stressed a thorough knowledge of the retailer's business.

Keep a record of radio results, and thus keep your retailer sold on his radio advertising, was the advice of Dorothy Shank, another member of the panel, and radio coordinator for the Adam-Meldrum-Anderson store, and WEBR Buffalo commentator. Miss Shank also advocated, with Miss Day, close cooperation and contact with the store.

Strongly advising the same line and in addition citing examples of coordinated projects were the two other women broadcasters who made up the retail clinic, Nancy Grey, retail specialist of WTMJ Milwaukee, and Mildred Bailey, domestic scientist and merchandis-

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Registration for AWB Sessions

A

Aldrich, Darragh, WCCO Minneapolis; Allen, Betti, WINX Washington; Altman, Mrs. Alberta, Washington; Andrews, Dean, WTTM Trenton; Anderson, Alice M., WTTH Port Huron, Mich.

B

Bailey, Mildred, WCOP Boston; Banks, Dolly, WHAT Philadelphia; Basham, Barbara, Toronto; Baxter, Bee, KSOO Sioux Falls, S. Dak.; Bettman, Iphigene, M.; Blake, Julie, WMUR Manchester, N. H.; Boessel, Frieda P., Baltimore, Md.; Borne, Gladys, WISR Butler, Pa.; Boyle, Dorothy, CBS New York; Broderick, Mrs. Gertrude, Radio Division, Office of Education, Washington; Broeg, Heloise Parker, WEEI Boston; Brown, Gloria, WTAM Cleveland; Browning, Ada Redd, WSJS Winston-Salem; Brundage, Lorraine, Dept. of Commerce, Albany, N. Y.; Burbank, Sara, WNBF Binghamton, N. Y.; Burnham, Mary A., WTOP Washington.

C

Cannam, Luella, WOW Omaha; Carroll, Mary F., WHEC Rochester, N. Y.; Castell, Ellamae, WKBN Youngstown, Ohio; Carney, Gwen, KATE Albert Lea, Minn.; Chernoff, Melva, WCHS Charleston, W. Va.; Christman, Mrs. Mary Rehr, Wyommissing, Pa.; Clark, Fay, WBRY Waterbury, Conn.; Clark, Lucille, American Red Cross, New York; Clifford, Marie E., WHFC, Cicero, Ill.; Coar, Mrs. Robert, Old House Office Bldg., Washington; Colbert, Jean, WTIC Hartford; Conway, Mary, British Information Service, New York; Cooper, Madge, WMRN Marion, Ohio; Cotton, Dorothy, WCAO Baltimore; Craig, Nancy, ABC New York; Crane, Kit, WIP Philadelphia; Crane, Ruth, WMAL Washington; Crawford, Ruth, WJZ New York; Croft, Vera, KTUL Tulsa; Cummins, Dorris, NAB New York; Curtin, Mildred, WRNY Rochester, N. Y.; Cuthbert, Margaret, WNBC New York.

D

Daffron, Polly, WRNL Richmond, Va.; Dalton, Jane, WSPA Spartanburg, S. C.; Daugherty, Nell, WSTC Stamford, Conn.; Davenport, Minerva, WTTM Trenton; Davis, Anne, WJHO Opelika, Ala.; Day, Enid, WSB Atlanta; Desborough, Alma, Needlework Guild Philadelphia; Dettinger, Alma, WQXE New York; Dick, Elsie, MBS New York; Dignam, Dorothy, N. W. Ayer & Son New York; Dobbins, Mrs. Esther, CBS New York; Dodderidge, Mrs. H. A. Washington.

E

Elliott, Jeannette H., New York.

F

Flatow, Natalie, Girl Scouts, New York; Foltz, Miriam, WOSU Columbus, Ohio; Forsyth, Melva, WBAL Baltimore; Fox, Katherine, WLW Cincinnati; Friberg, Alice Fairn, WJHL Johnson City, Tenn.; Fryer, Helen, KROD El Paso; Fuller, Dorothy, WBET Brockton, Mass.; Funnell, Mildred, WTAM Cleveland.

G

Gaston, Martha, KFOX Long Beach, Calif.; Gaynor, Mary Eliz., WTRY Troy, N. Y.; Gibbs, Agnes, WCSH Portland, Me.; Gibson, Claire, WONS Hartford; Gilbert, Jan, Harold Cabot & Co., Boston; Gilstrap, Marguerite, U. S. Dept. of Agriculture, Beltsville, Md.; Girard Ruth, New York; Gormley, Harriet Westinghouse, New York; Gotwalt, Helen Miller, WSBA York, Pa.; Grace, Mildred WELL Battle Creek, Mich.; Grey, Nancy WTMJ Milwaukee; Griffith, Helen J. WRJN Racine, Wis.; Griffith, Pat, WINX Washington; Grover, Gertrude, WHCU Ithaca, N. Y.

H

Haeberle, Arleth, WTCN Minneapolis; Hagen, Ann, Washington; Hall, Helen WCBM Baltimore; Hamilton, Kay, WSAI Cincinnati; Hammersley, Evadna, KOA Denver; Hammerstein, Dorothy, WHFC Cicero, Ill.; Hanley, Grace, WGAY Silver Spring, Md.; Harrison, Henrietta K., New York; Hart, Elizabeth, WMAQ Chicago; Hart, Lee, NAB Washington; Hassler, Dorothea, Beaumont, Heller & Sperling, Reading, Pa.; Hawks, Fern WHBF Rock Island, Ill.; Hazeltine

(*Continued on page 79*)

16" TV TUBE

RCA Development to Spur Medium Screen Video Says Folsom

By HERMAN BRANDSCHAIN

A 16-INCH metal television picture tube which is expected to take an important place between the popular ten-inch and large screen television has been developed in laboratories of the RCA Tube Dept., according to Frank M. Folsom, executive vice president of RCA in charge of RCA Victor Division.

The first metal kinescope ever developed, its 16-inch diameter provides a picture area of 125 square inches on the face of the tube, more than double the size of the picture produced by a ten-inch tube. In addition the new tube makes possible brighter pictures, it was stated. While all present TV tubes are made of glass the new RCA substitutes metal for glass in all but the face and neck. It was, therefore, necessary to perfect a sealing method for joining the glass and metal of the tube.

The significance of the newly-developed tube lies in making available to TV manufacturers a low-cost picture tube to satisfy a noticeable public demand for a medium-priced receiver with a larger picture tube. The new tube is expected to open an additional mass market to fill a need for a receiver offering a larger picture than the presently popular ten-inch tube without any substantial increase in price. Mass production of the new tube will be possible through the mass production machinery of the RCA tube plant in Lancaster, Pa. It was emphasized the new tube is not expected to supplant the standard ten-inch tube or the projection tube which provides a 15 by 20 inch or larger picture. Television receivers with both these type tubes have been universally accepted and the RCA plant is continuing production of them.

Successful Tests

Engineering models of the 16-inch tube have been successfully tested. Receivers incorporating them will be available to the public late this year, it was believed.

The RCA tube department is installing production equipment which will make possible the same type of mass production already achieved with the ten-inch tube. It was also revealed that the million dollar expansion of the Lancaster plant announced last December [BROADCASTING, Dec. 29] would be devoted largely to facilities for mass manufacture of the new 16-inch metal tube.

The following statement was sent to distributors by L. W. Teegarden, RCA vice president in charge of tubes:

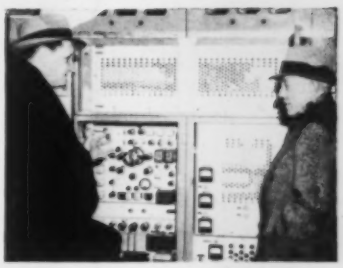
In line with our policy to keep you informed of our latest developments in electronic tubes, we want you to have advance information on the development of a 16-inch direct-viewing metal television picture tube. This is the first metal television kinescope ever developed and is the outgrowth of 13 years of research, development and production in metal receiving tubes by RCA.

The new metal tube results from the perfecting of a process to vacuum-seal large areas of metal to glass. The 16-inch diameter face provides a picture area of 125 square inches. The cone of the tube is metal, the neck and the face plates are glass. Engineering models of this new RCA 16-inch metal tube have been successfully tested.

The 16-inch tube will fill the growing demand for a size of picture midway between the popular 10-inch size direct-viewing picture and the larger projection picture.

It is our plan to manufacture these tubes at the RCA plant, Lancaster, Penna., where a facilities expansion program has begun to provide for the production of these new tubes.

We would like to arrange a demonstration of this tube at the Lancaster plant for you and your organization, and I am asking Larry Thees to contact you to arrange the time at your convenience.



INSPECTING new television equipment of Philadelphia's WCAU-TV, which is to go on air within the next few weeks, are: G. Bennett Larson (l), television director of the station, and Dr. Leon Levy, general manager. Equipment shown is RCA.

* * *

WCAU-TV NOW SLATED TO TAKE AIR FEB. 18

LATEST TARGET DATE for start of telecasting by WCAU-TV Philadelphia is Feb. 16. Cold weather has put the opening back about a month, according to station officials.

Iron workers putting up the 737-foot-high pinnacle and transmitter tower atop the Philadelphia Saving Fund Bldg. have had to stop operations many times because of snow and the bitter weather, it was explained.

WCAU has set up a pair of 200-power field glasses at various busy sections throughout the city—so spectators may have a free look at the workmen clinging to their lofty perches. Reprints of a story in *The Evening Bulletin*, newspaper owner of the station, telling about the tower, are given away to passersby who are attracted to the field glasses by 3 x 5 signs.

Present plans call for the station to start its telecasts with network shows only. First local show is not expected to be ready until sometime in March. Studios, being constructed in the WCAU building, are being rushed to completion but will not be ready in time for the kick-off telecasts.

Television stories, on other pages, in this issue:

Women's Wear Designers Sponsor TV Series ..... p. 20
Further TV, AM Programs Sought By Admiral ..... p. 20
U. S. Rubber Contracts for 2 Video Shows ..... p. 20
Global Color Television Forecast by Stanton ..... p. 26
Boston TV-Minded, Says Video Firm Sales Chief ..... p. 26
WTVR (TV) Richmond Host to Area GE Video Dealers ..... p. 26
Antennaless TV Sets Shown by Arcturus ..... p. 26
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Engineers Discuss NBC Chicago TV ..... p. 30
TV May Drive Aural Radio Out—Eddy ..... p. 37
Crosley Cincinnati TV Outlet Becomes WLWT ..... p. 58
New WNBT New York Transmitter ..... p. 61
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115-Mile Reach Claimed for W6XAO TV Signal ..... p. 67
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KDYL's Experimental TV Outlet to Start ..... p. 68
WBKB Plans to Telecast Michigan City Bouts ..... p. 68
Crosley Seeks Fourth Video Outlet ..... p. 76
Chicago TV Plans Speeded ..... p. 77
WFMJ Orders $250,000 RCA TV Equipment ..... p. 78
Film Developed in 66 Seconds Shown ..... p. 79
Producers of TV Films Marked for Union Drive ..... p. 80
Kaiser-Frazer to Sponsor Tour of Mobile TV Unit ..... p. 82
Nassour to Build Hollywood Video Theatre ..... p. 83

For television personnel changes, programs, etc., see various notes departments in this issue.

NEWSREEL

Camels Will Televise Daily on Network

LAST WEEK Thomas D. Luckenbill, vice president and radio head of William Esty Co. uncovered the video dish he had long been cooking up for Camels [CLOSED CIRCUIT, Jan. 12]. To the amazement of the dopesters who had figured Camels as certain to get into television via sports—a natural tiein with their athlete testimonial magazine and newspaper ads—the answer turned out to be news.

Starting Feb. 16, R. J. Reynolds Tobacco Co. will sponsor for Camels television's first daily network newsreel, a ten-minute summary of the day's headline news, compiled and produced by 20th Century-Fox's Movietone News and broadcast on NBC's video network 7:50-8 p.m., Monday through Friday. At the outset the news shows will be broadcast on WNBT New York, WRGB Schenectady, WPTZ Philadelphia, WBAL-TV Baltimore and WNBW Washington, but the 52-week contract calls for the program to be carried by all additional NBC video affiliates as they join the network, so the list should be substantially longer by the end of the year.

Plans also are underway to extend the video advertising for Camels into other parts of the country not yet served by television networks, the films to be flown to stations in the Midwest and Far West for broadcast as early as possible, probably the day after their eastern showing. While this part of the program is still in the formative stage and will presumably not be launched until the newsreel format has been thoroughly tested on NBC's East Coast network, it is anticipated that within six months the Camel news programs will be part of the daily fare of televiewers across the land.

Other Newsreels

Individual TV stations, such as WMAR Baltimore, KSD-TV St. Louis, WEWS Cleveland and WFIL-TV Philadelphia have been carrying localized newsreels.

Discussing the entrance of his company into the video field, which marks the first time a major motion picture company has prepared a newsreel especially for telecasting, Spyros P. Skouras, president of 20th Century-Fox, said:

"The entire world-wide resource of Movietone News will be placed behind the newsreel, so that television audiences—first on the East Coast, later in the Midwest, and finally on the entire coast-to-coast NBC Television Network will see the finest, most up-to-the-minute news of the world. These television versions will be produced in addition to the two regular motion picture theatre editions now being released by Movietone News."

Peter Levathes, news and short subjects sales manager of the motion picture firm, said that every step of the preparation of news films for television will be studied and analyzed to produce the best results for the viewing public. A number of video receivers have been installed in the Movietone News studios, he said, so that everyone concerned with editing and processing the films can see what comes over the air and learn from first hand experience what techniques are best suited to this new medium.

Films made by the company's

(*Continued on page 78*)

Miracle, or Sleight-of-Hand? . . . . . AN EDITORIAL

AN AFM strike has been averted. FM, stunted by artificial restrictions, now breathes the pure air of free competition. Television may have music 60 days hence. Featherbedding and make-work may be relics of the past, as Congress intended, without recourse to strikes, litigation and name-calling.

Utopian? Is that what will come of the agreement reached by network negotiators with AFM President James C. Petrillo? What motivated this 180 degree about-face?

Lest we be misunderstood, we applaud that which has happened. A strike would have been brutal. FM would still be in the hothouse and TV's future uncertain.

There's a 60-day moratorium. FM can now spread its wings. Continental Network can move forward. Full network commercial schedules are to be duplicated on FM stations. The public can take its pick.

Let's not get the notion that all differences have been resolved, and that it's a bed of roses henceforth. One has but to look at the record—the Petrillo record. Jimmy may have reformed. He may be trying an olive twig instead of a meat-axe. But we think vigilance is indicated.

Could even this much have happened if: (1) networks and independents alike had not dug in for a strike; (2) if the entire radio front hadn't united; (3) if Mr. Hartley, of the Taft-Hartley labor commando team, hadn't called hearings; (4) if public opinion against Petrillo hadn't been outraged, and

(5) If Mr. Petrillo didn't have in mind the great hope of amendment of the copyright laws to exact performing rights fees from record and transcription users? (Remember, the recording ban is still on, the question of wage increases, increased network staffs and AFM unionization of platter-turners, as well, TV remain undecided.)

Mr. Petrillo has not yet produced a scintilla of proof that unemployment exists among musicians. His guns are now trained on revision of the Copyright Act of 1909. His control over record performances (with royalties to be paid into AFM by some device not yet apparent) would give him infinitely greater power than he now holds.

But lets not ignore the present truce. It came because of radio's determination to meet a strike. It was the BMI formula in the ASCAP fight over again. The advantages can be retained if, and only if, the united front continues. If any segment breaks away, Petrillo can win.

Real progress has been made. In this period of jubilation, we admonish all to remember: "By their fruits ye shall know them."

—*Matthew VII, 20.*

Truce Opens Way

(Continued from page 13)

musicians on television."

The knotty problem of the AFM's role in television was left in abeyance until March 1, when the broadcasters are slated to resume their parleys with Mr. Petrillo in New York.

It was emphasized that broadcasters and the union president are making "satisfactory progress" in their negotiations. The AFM's reversal on FM duplication was prompted, the announcement said, by "the desirability of broadening the public opportunity to hear more music on FM broadcasts and in the expectation that FM broadcasts will provide additional employment opportunities for musicians."

Mr. Petrillo's announced decision that no commitments would be asked of the networks regarding the employment of AFM members by their affiliates was regarded as almost as great a concession as his reversal on FM duplication.

Dwindling employment of musicians in radio on a local level has long been a source of anguish to the AFM president.

His insistence that WAAF Chicago hire three musicians the station said it didn't need had led to his trial and acquittal two weeks ago on charges of violating the Lea Act. Mr. Petrillo had gratuituously presented the networks with the problem of expanding employment opportunities of musicians whose jobs, he alleged, had been soaked up by widespread network music programming.

Mr. Petrillo's adamant stand up to now against FM-AM music duplication hinged on the same contention—that it would lead to further musician unemployment. It was thought possible that his reversal was prompted by the realization that further resistance was useless since widespread though "illegal" duplication was already going on.

AFM scales for FM music originations were to be discussed at a meeting late Friday between Mr. Petrillo and representatives of the FM Assn. on behalf of the industry. Mr. Petrillo would not discuss FM music fees after Thursday's meeting, referring such questions to "the radio people."

Broadcasters at Thursday's meeting included Mark Woods, ABC president; Frank E. Mullen NBC executive vice president, and Charles R. Denny, vice president; Joseph H. Ream, CBS executive vice president, and Howard Hausman, director of personnel relations; Theodore C. Streibert, president of WOR New York and MBS board member.

Bill Bailey, executive director of FM Assn., said in Chicago Thursday that the joint announcement is a great forward stride for FM broadcasting and means an upsurge in the manufacture of FM receiving sets. FM broadcasters overwhelmingly favor the broadcast of network programs on FM, an FMA study revealed. Even the FM stations without network or AM station affiliations voted 14-1 in favor of duplication. It means in the long run more employment for more musicians and other talent.

"Since FMA was organized a year ago we have worked to bring about the availability of popular established AM programs to FM."

FM's Fight for Frequencies To Mark Lemke Bill Hearing

BATTLE of the FM bands, and FM interests' fight for additional frequencies, will be waged in hearings starting tomorrow (Tuesday) before the House Interstate & Foreign Commerce Committee on the Lemke Resolution (H.J. Res. 78).

The resolution would direct FCC to return a portion of the 50-mc band to FM. Its sponsor, Rep. William Lemke (R-N. D.), said he originally intended to seek removal of FM from its present 88-108 mc area to the lower band, but that he has decided now to request the 50-mc allocation in addition to, not in lieu of, the high-band assignment, so as not to hamper financial investments already made.

Committee spokesmen said only proponents of the bill would be heard at the opening sessions, for which two days have been set aside. They said the date for hearing opponents has not been decided.

Mr. Lemke listed 10 witnesses who he said would appear in support of his measure.

The FCC, meanwhile, was preparing a presentation in defense of its often-criticized move of FM from the low band to the high. Its testimony on the question of additional frequencies in the low band for FM promised to pose a delicate problem for the Commission, however, in view of the pending case involving allocations in the 44-50 mc band. FCC Comr. George E. Sterling, former chief engineer, is expected to lead the Commission's technical presentation, probably with assistance from other FCC engineers including Edward W. Allen Jr., chief of the Technical Information Division.

K. A. Norton of the Bureau of Standards, formerly of FCC, whose famed "Norton's Curves" were a major factor in the decision to move FM to the 100-mc area, told BROADCASTING Friday that he did not plan to testify. Rep. Lemke, along with Prof. Edwin H. Armstrong and others, contends Mr. Norton's data contained fatal errors.

Rep. Lemke said the following would testify in support of his resolution:

Irving Robinson, Yankee Network; Leonard Asch, WBCA Schenectady; Everett Dillard, owner of WASH (FM) Washington and KOZY (FM) Kansas City and head of Continental Network; J. E. Brown, assistant vice president in charge of engineering, Zenith Radio Corp., Chicago; Lee McCanne, manager, Stromberg-Carlson, Rochester; Harlan T. Stetson, Needham, Mass.; Dr. C. M. Jansky, consulting engineer, Washington; Paul A. deMars, Raymond Wilmotte Inc., Washington; Prof. Armstrong, FM inventor; and E. F. McDonald, president, Zenith Radio Corp., Chicago.

NBC spokesmen said they probably would offer testimony, opposing any effort to take FM out of the 88-108 mc area and return it to the lower band.

Bill Bailey, FMA executive director, announced for the association:

"We have polled our membership on the resolution and find that FM broadcasters are overwhelmingly opposed to the resolution as it stands. Our membership has adopted a resolution, however, asking that the FCC set aside the 44-50 mc band for FM relay purposes only. We plan to enter that resolution in the committee record."

Meanwhile, Edward A. Wheeler, president of WEAW Evanston, Ill., released in Chicago copies of

(Continued on page 79)

Van Nostrand Promoted

JOHN J. VAN NOSTRAND Jr., manager of the Hollywood office of Sullivan, Stauffer, Colwell & Bayles Inc., New York, has been elected vice president of the firm. This marks the third vice president appointed since the first of the year. The other newly appointed vice presidents are Abbott Spencer, account executive, and Clifford Dillon., copy chief. [BROADCASTING, Jan. 12]. Mr. Van Nostrand, prior to his affiliation with SSC&B, was in charge of scripts for Ruthrauff & Ryan, New York, and before that was associated with Young & Rubicam. While at latter post he produced the Fred Allen show.

Mr. Van Nostrand

Know where this is?

It's one of the great drives of the world, this time drifted over with snow. It's known all over. It was, and probably still is, one of the good addresses to have. Incidentally, this picture was shot in 1938.

Do you know where it is? It's Riverside Drive.

We picked this picture simply to prove a radio point. Fame and identification are fleeting.

There's only one payoff in radio advertising. Did it produce sales? How much did those sales cost?

Not what's my name . . . or how big is the power. None of that. Sales managers ask, "Did it work?"

Down here in Baltimore, W-I-T-H is good proof. This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

For sales in this tremendous market with money to spend, it's W-I-T-H, the payoff station.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

Fedderson Spikes Rumors KLAC KYA Will Be Sold

PUTTING the quietus to repeated rumors of the sale of KLAC Hollywood and KYA San Francisco, Don Fedderson, executive vice president and general manager of the two stations, said Jan. 28 they "are not for sale and all offers that have been made to Mrs. Thackrey have been turned down."

Both stations are owned by Dorothy S. Thackrey, publisher of the *New York Post*, as well as owner of WLIB New York.

Coincident with denial of the KLAC-KYA sales rumors, Mr. Fedderson said: "This includes television." He explained that the FCC television permit has been transferred from Mrs. Thackrey to the KMTR Radio Corp., owner of KLAC license. "To dispel any other rumors, all plans for construction and expansion will be carried out as orginally scheduled," he concluded.

AD SERIES PLANNED BY WESTINGHOUSE UNIT

WESTINGHOUSE is launching the "biggest, most comprehensive and most consistent advertising and merchandising program" ever undertaken by the company, according to an announcement last week by J. H. Sickle, advertising and sales promotion manager of the Westinghouse Home Radio Division.

The 1948 program will include a million dollar newspaper campaign in 159 cities, plus radio, national magazines, farm and trade paper magazines and dealer promotion.

Radiowise, ABC commentator Ted Malone will continue to be sponsored on his noontime show. Cooperative advertising on television is also planned, but this will reportedly come under a separate budget.

Women's Wear Designers Sponsoring Video Series

MANUFACTURERS and designers of women's wearing apparel and accessories are cooperatively sponsoring *Holiday in Spring*, weekly video series which started on WABD New York Jan. 30.

Contract, signed through Birmingham, Castleman and Pierce, New York, calls for different sponsors to participate in different broadcasts, with each program honoring New York retail stores carrying the merchandise displayed on that broadcast.

Sponsors of first broadcast included: Patullo Modes, Maurice Rentner, Trifari, Krussman & Fischel, Philip Mangone Co., Nettie Rosenstein Inc., Charles Neudelman Inc., Schwartz & Bluestein, Edwin H. Foreman Inc., Carmel Bros., Pichel Inc., Adler & Adler, Harry Rosenfeld Inc., Original Modes and Trigere Inc. Series is produced by Television Fashions on Parade, new production firm.

ABC Pondering Special Stock Offer to Its Affiliated Outlets

ABC, which several months ago withdrew an application with the Securities Exchange Commission for authorization of a public stock issue, is contemplating a special offer of stock to its affiliated stations, it was authoritatively learned last week in New York.

The limited stock offer, for which SEC approval would have to be obtained, is under consideration as a means of acquiring capital needed for expansion, particularly in the field of television, it was understood.

Although the amount of the contemplated stock issue was not known, it was believed probable that it would be in the order of several million dollars.

The original ABC plan of April 1946 offering to sell stock to the public, involved 950,000 shares to be sold for $13,200,000 net. The proceeds were to be used for $4,000,000 to be retired in bank loans, purchase of the King-Trendle properties in Michigan for $2,800,000 net, investing $3,200,000 for FM and television, and the remainder for standard broadcast equipment and building needs.

(The King-Trendle purchase was accomplished, with ABC retaining WXYZ Detroit and disposing of WOOD Grand Rapids.)

In June 1946 the network filed an application with the SEC seeking permission to issue the 950,000 shares at $1 par value. However, in August 1947, with ABC's business at an all-time high, the network withdrew the application [BROADCASTING, Aug. 25, 1947].

Edward J. Noble, chairman of the ABC board and principal owner of the network, was understood to be considering offering the stock to affiliates in the early spring.

Toni Adds 12 Outlets

TONI CO., Chicago (permanent waves) has added 12 NBC stations on the West Coast and in Arizona for *This Is Nora Drake* five-a-week serial, Paul McCluer, manager of NBC Central Division network sales, announced. The additional stations, to join the network Feb. 9, bring to 156 the number of NBC outlets airing the program. Foote, Cone and Belding, Chicago, is the agency.

Further AM, TV Programs Being Sought by Admiral

ADMIRAL Corp., Chicago, which announced a 1948 advertising budget of more than $3,000,000 the first of the year, is looking over programming prospects in certain television and AM station markets, according to Seymour Mintz, advertising manager. Firm has set aside a $2,500,000 "cooperative fund" to be used for advertising in newspaper and radio fields. Programs would be carried in conjunction with dealers and distributors in local areas.

Admiral already has contracted for telecasting on WBKB of one evening session of the International Sports & Travel Show in Chicago, Feb. 27-March 7, Mr. Mintz said, and will enter the football video picture this fall.

Admiral currently is sponsoring programs on more than 18 stations, including four Des Moines outlets (which sponsor juvenile disc jockey shows on a co-op basis) and others in Boston, Minneapolis, and Washington. Two-thirds of the company's budget will be used to promote its "matched ensemble" TV line.

Drawn for BROADCASTING by Sid Hix

"It's a teaser campaign, see—the announcer keeps repeating 'M-G FFL' for weeks and weeks. It's terrific, even I don't know what it means."

U. S. Rubber Contracts For Two Video Programs

U. S. RUBBER Co., New York, will sponsor two half-hour video pickups from New York's Sportsmen's Show, Feb. 14 and 21, 8-8:30 p.m., over a CBS television network of WCBS-TV New York, WMAR (TV) Baltimore, WMAL-TV Washington and WCAU-TV Philadelphia. Last station is not definite as it is not yet in operation, but will be included in the hookup if it is on the air in time.

U. S. Rubber will also sponsor the WCBS-TV telecasts of films of the Winter Olympics, to be flown to New York from St. Moritz and telecast a day or two following the actual event. Competition between WCBS-TV and WABD New York, DuMont video station, which is to carry a similar Olympics film series sponsored by the Chevrolet dealers of New York [BROADCASTING, Jan. 26], is intensified by the fact that Campbell-Ewald Co. of New York is agency for both Chevrolet and U. S. Rubber.

Runyon Resigns

MEFFORD R. RUNYON, executive vice president of Columbia Recording Corp., has resigned. He filed his letter of resignation with Frank White, recently appointed president of CRC and Ted Wallerstein, recently appointed chairman of the board. Mr. Runyon has not revealed his future plans as yet.

Mr. Runyon

Cowan-Packaged Show Starts on ABC in March

A NEW HOUR-LONG show called *Stop the Music*, packaged by Louis Cowan Assoc., New York, will go on ABC sometime in March in the Sunday 8 to 9 p. m. period. The network and the package firm are offering the program to prospective sponsors in quarter-hour segments.

Format of the show (which was created by Harry Salter, the bandleader) consists of telephone calls throughout the country based on letters received telling of the community contribution the individuals would like to make if they can identify the number that the band is playing at time that they are called.

Chrysler May Sponsor

JOSEPH STAUFFER, program director of N. W. Ayer & Son Inc., New York, and H. L. McClinton, vice president in charge of radio for agency in that city, are in Hollywood supervising the cutting of three audition records for a new half-hour dramatic series *The Townspeople*. The first record was cut Feb. 2. The sponsor is as yet unnamed, but reports have it that it is the Chrysler Corp.

SPOT IMPACT

31.9% Say Commercials Too Long—Petry Survey

By BRUCE ROBERTSON

IN A PROVOCATIVE report entitled "What Radio Research Forgot," Edward Petry & Co. described the first intensive research into the audience for radio *commercials*, as distinguished from *programs* [BROADCASTING, July 1, 1946].

Last week the Petry organization published a second report, "An Audience Measurement of Spot Radio Commercials," covering a second exploration into the same field, which, the company states in a foreword, "with perfected techniques, some entirely new measurements and an increased sample extended to a larger area . . . probes much deeper and develops fully projectible data."

Both studies were made in the St. Louis metropolitan area, selected primarily because Petry represents no station there. Both were conducted by Alfred Politz, winner of the 1946 American Marketing Assn. meritorious citation for his techniques of scientific sampling and the 1947 AMA award for leadership in marketing science. Both utilized a technique developed by Mr. Politz for the purpose of segregating the commercial from its broadcast environment, so that its impact on the consciousness and memory of its hearers could be measured without extraneous influences.

Each survey used as study material eight spot commercials, broadcast during January and February on various St. Louis stations, whose sponsors cooperated by using copy not previously heard in that area and differing from earlier copy as far as possible. These eight commercials, plus three known and one fictitious spot, were played back to people in their homes, each respondent being asked whether or not he had heard the announcement before.

People see and hear so many and so similar advertising messages that there is apt to be honest confusion on the respondent's part, resulting in an inflated recognition figure, Mr. Politz points out. To correct this, three surveys were made: a pre-broadcast survey, a post-broadcast survey after the test commercials had been on the air one month, a second post-broadcast survey after they had been on the air two months. The three known announcements were included to give respondents a chance to answer "yes" during the pre-broadcast survey; the fictitious one to provide a control for the constancy of the technique.

Inflation is eliminated from the final results by this formula:

$$\frac{\text{Post-survey—Pre-survey score}}{\text{100—Pre-survey score}}$$

"This formula has the tendency to lead to a slight understatement of the audience, whenever confusion rates extremely high," Mr. Politz states. "But from the viewpoint of sound media research, it seems preferable to us to accept an understatement of 2 or 3% than an overstatement by 15 to 30%."

Expanded to cover the entire St. Louis metropolitan district, the 1947 study comprises 3,229 completed interviews, more than 1,000 in each set, compared to a total of about 1,200 (400 in each set) in the 1946 study. Furthermore, by selecting the households visited "at random and systematically within strata," and by repeat visits to secure information from households where on the first visit no one was at home, the 1947 survey produced results projectable to the entire population of the area being studied. To achieve this result a total of 8,324 calls were made in completing the 3,229 interviews included in the study.

All Represented

"In order to have the non-cooperative people represented in the sample," Mr. Politz writes, "we utilized the experience of the preliminary surveys done in 1946 and trained the interviewers in what may be called sales talks to be used before and during the interview to stimulate cooperation. The interviewers thereby succeeded in converting approximately half of the respondents who would formerly have been 'non-cooperators' into cooperators within the first interview. This was achieved mainly with those people whose unwillingness to cooperate is caused by lack of interest in advertising.

"The other group of original 'non-cooperators' could not be converted in the first effort. In this case the interviewer recorded the sex, age, color, address and if possible the name of the respondent, the reason the respondent did not cooperate and any suggestions as to a different approach. This information was turned over to a different interviewer for a callback."

Part 11 of Mr. Politz' report covers the eight test commercials, detailing for each the text of the commercial; its sponsor, length and type; its broadcast schedule, giving stations, times and days; the net audience; audience composition by sex, age and rental groups and by residence inside or outside of city, as well as the gross scores of the pre-broadcast and the two post-broadcast surveys. (Highlights are shown in the accompanying table.)

Copies of the 24-page brochure may be obtained from Edward Petry & Co.

More than 60% of the people interviewed thought that most advertising then on the air was about the right length and had no suggestions for its improvement, according to introductory opinion questions asked by the interviewer to get on a friendly basis with the respondent. Breakdown of questions and response shows:

Do you feel that most radio advertising is too long, too short, or would you say about right?

	%
About right	62.3
Too long	31.9
Too short	1.3
Don't know	4.5
	100.0

Do you have any suggestions as to how radio advertising might be improved?

	%
No suggestions	62.5
Advertising is satisfactory	3.2
Do not interrupt or break into programs; commercial should be at start and end of program	9.7
Shorter, more concise, too much talking	9.2
Ads are monotonous, repetitious, need variety	5.2
Ads should have more meaning	4.5
Less singing, ads should be spoken	3.7
Too many false claims, exaggeration	1.8
More singing	1.3
Some ads too short	0.3
Miscellaneous comments	4.8
	106.2

(Total is more than 100% because some respondents offered more than one suggestion).

In your opinion, is advertising more interesting when sung, or do you prefer to have it spoken?

	%
Sung	29.5
Spoken	43.1
Same	20.4
Don't know	7.0
	100.0

Programs Tested by Petry in St. Louis Survey

Advertiser and Product	Length	Type	Time of day	Net Audience† Jan.	Net Audience† Feb.
Chesebrough Mfg. Co. Vaseline Hair Tonic	1 min.	Sing, talk Transcribed	4 Late evening 8 Early morning	27.8% 345,000	26.3% 326,000
General Mills Pyequick	15 sec.	Sing Transcribed	6 Evening	30.8 382,000	42.3 525,000
Johnson & Johnson Tek Toothbrush	15 sec.	Talk, live	6 Daytime	21.5 267,000	20.9 259,000
Paramount Pictures My Favorite Brunette	15 sec.	Talk Transcribed	4 Evening	28.8 357,000	41.4 513,000
Trans World Airlines Institutional	1 min.	Sing, talk Transcribed	8 Early morning 5 Evening	27.8 345,000	42.8 531,000
W. F. Young Inc. Absorbine, Jr.	1 min.	Sing, talk Transcribed	10 Daytime	15.2 188,000	22.4 278,000
Brown & Williamson* Tobacco Corp. Kools	15 sec.	Sing, talk Transcribed	15 Late evening (Jan.) 15 Early morning (Feb.)	36.0 446,000	37.3 463,000
E. I. duPont deNemours* & Co. Zerone, Zerex	15 sec.	Talk, live	10 Early morning (Jan.) 10 Late evening (Feb.)	18.3 227,000	21.5 267,000

* As an experiment, in January the 15 Kools spots were broadcast in the late evening, the 10 duPont spots in the early morning. In February Kools switched to late evening time, duPont to early morning, each continuing the same number of announcements and the same stations in February as in January.

† Figures are projected to total adult population of area surveyed, U. S. census estimate, April 1947.

FIRST MEETING was held by new NAB Small Market Stations Executive Committee last Monday and Tuesday at NAB headquarters, Washington. Taking part were (l to r): Charles O. Chatterton, KWLK Longview, Wash.; Edwin Mullinax, WLAG LaGrange, Ga.; A. E. Spokes, WJOY Burlington, Vt.; Arthur C. Stringer, President Justin Miller, NAB; Si Goldman, WJTN Jamestown, N. Y., chairman; DeWitt Landis, KFYO Lubbock, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; Hugh Higgins, NAB; Wayne W. Cribb, KHMO Hannibal, Mo.; John W. Shultz, WMVA Martinsville, Va.; Lee Little, KTUC Tucson, Ariz.; Frank E. Pellegrin, J. Allen Brown, NAB.

* * *

NAB Acts to Meet Increased Costs

Small Market Committee Promotes Efficiency In Operations

By J. FRANK BEATTY

ALARMED at continued skyrocketing of operating costs, NAB's Small Market Stations Executive Committee will conduct a study of overhead factors in broadcasting in an effort to devise means of increasing station efficiency.

At a two-day meeting held last Monday and Tuesday in Washington a subcommittee was named to conduct the investigation, with a panel of NAB specialists assisting. Proposal to conduct a cost study grew out of the recent analysis of FCC operating cost data by Kenneth H. Baker, NAB director of Research [BROADCASTING, Jan. 12].

Dr. Baker's study broke down FCC dollar figures to show the percentage of all types of costs at all types of stations. In addition, he previously had polled an industry cross-section finding that while station receipts went up 8.2% last year, operating costs were up 9%, the increase in expenditures more than offsetting the income rise.

Named to direct the cost study was a subcommittee consisting of Wayne W. Cribb, KHMO Hannibal, Mo., chairman; DeWitt Landis, KFYO Lubbock, Tex., and William C. Grove, KFBC Cheyenne, Wyo.

On the panel assisting the subcommittee are these members of the NAB headquarters staff: J. Allen Brown, assistant director of Broadcast Advertising; Richard P. Doherty, director of Employe-Employer Relations; Arthur C. Stringer, director of FM Dept. and Dr. Baker.

Dominant Problem

Committeemen agreed that the subject of rising costs was a dominant problem all through the industry, feeling that a study of costs plus compilation of methods by which station efficiency can be increased will be helpful in meeting the problem.

The panel plans first to conduct a series of case studies among representative stations in all categories. Dr. Baker will be in charge of this phase of the study.

At the two day meeting, presided over by Chairman Si Goldman, WJTN Jamestown, N. Y., the committee heard discussions of engineering and operating problems by Royal V. Howard and Neal McNaughten, director and assistant director respectively of the Engineering Dept.

Promotion Plan Endorsed

A subcommittee was named to study office forms used by stations in an effort to standardize and improve such forms. The idea for such a study developed at the Atlantic City convention following an address by R. Sanford Guyer, WBTM Danville, Va., a former committee member. On the subcommittee are Mr. Guyer, chairman; Robert T. Mason, WMRN Marion, O., and Mr. Goldman.

The committee endorsed the plan of the Sales Managers Executive Committee to launch an industry-wide promotion project [BROADCASTING, Jan. 12].

Developments in the music situation and efforts to reclassify broadcasting personnel under the Wage-Hour Act were reviewed by Mr. Doherty. Ben Miller, assistant director, Program Dept., told of progress in rewriting the proposed Standards of Practice. Mr. Stringer cited instances of successful operation of FM stations, both independent and dual types. Committee members felt FM needs its own programming to develop properly.

Don Petty, NAB General Counsel, discussed tax problems and libel laws. Committee members went into rate scales for political broadcasts. While no definite figures are available, it was observed that imposing of premium rates for political broadcasts had caused some resentment in Congress. The general counsel was asked to devise a standard contract form covering political broadcasts, with greater protection provided stations. Tribute was paid the Nunn stations for making generally available copies of the contract forms used by that group for political broadcasts.

Lee Hart, head of the NAB Retail Division, reported on the current study of retailers use of radio. Frank E. Pellegrin, director of Broadcast Advertising, was asked to adapt his retail advertising check list for use of small stations. Hugh Higgins, assistant director of Broadcast Advertising, explained promotion projects for use of small stations.

President Justin Miller reaffirmed his statement that "the Lea Act is not dead" in a talk to the committee.

A. D. Willard Jr., NAB executive vice president, said all elements of the industry are cooperating in the joint AFM negotiations.

Other committee members at the meeting were C. O. Chatterton, KWLK Longview, Wash.; Lee Little, KTUC Tucson, Ariz., Edwin Mullinax, WLAG LaGrange, Ga.; John W. Shultz, WMVA Martinsville, Va.; A. E. Spokes, WJOY Burlington, Vt. Mr. Mason attended as board liaison member.

Titus and Associates' Trial Delayed

March 1 Is Designated Date for West Coast Proceedings

POSTPONEMENT of the trial of Paul M. Titus and associates, originators of three "fifth network" schemes, was granted to attorneys for Mr. Titus in the San Francisco Superior Court last Monday. He had been charged with the illegal sale of securities in North American Broadcasting Corp. in the State of California, and violation of the California Corporate Securities Act.

March 1 is the new date for the trial, at which time Rudolph J. Fjellstrom and Charles J. Husband, under indictment with Mr. Titus, will stand trial.

Indictment was handed down by the San Francisco Grand Jury after the District Attorney presented evidence based on a six-month investigation of Mr. Titus' operations by the State Corporation Commissioner's office [BROADCASTING, Jan. 26]. The brief charged that Mr. Titus had sold shares of North American in California without registering the securities with the Corporation Commissioner's office as required by state law.

Meanwhile, a scheduled Denver meeting of the executives of Radio America Inc., which is Mr. Titus' current name for his "fifth network" corporation, had been postponed; no future date for the meeting has been set. At this meeting Mr. Titus was to have chosen the executive staff for Radio America Inc.

Stated Plans

In an interview with a BROADCASTING reporter prior to the postponement, Mr. Titus said he planned to go into operation with more than 200 station affiliates May 15. His treasurer, Howard L. Pearl, a Denver mining engineer, also stated that the corporation would begin operations with a backlog of about $4,300,000 plus many commercial commitments.

More trouble for Mr. Titus was indicated when the *Fresno* (Calif.) *Bee* printed a story Jan. 21, alleging that Mr. Titus "was wanted in Fresno for issuing a $150 insufficient fund check to the Hotel Fresno." Assistant District Attorney Allan S. Mason of Fresno ordered his arrest in Denver and requested that he be extradited to California to answer these charges. Mr. Mason also stated that Mr. Titus had attempted to sell stock in his radio enterprise to a number of Fresno residents.

In addition to the North American Broadcasting Co. and Radio America Inc., Mr. Titus has been connected with United Radio Systems of America, a corporation chartered in March 1947. All of his corporations have been chartered in Nevada, but central offices of Radio America Inc. are in Denver.

Schutter Tests

SCHUTTER Candy Co. Chicago (Old Nick Candy Bar) Feb. 21 starts a 13 week test of *The Padded Cell*, on 13 CBS Western stations Saturdays 6:30-7 p.m. (PST). Agency: Russell M. Seeds Co. Chicago. If successful the program will go transcontinental.

There's a lot more to it than this...

In every business friendly personal relationships are a big help. But that's only the beginning of the story . . . there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time . . . who talk *your* business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for *you*.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time . . . the two factors that make Weed & Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

10,000 WATTS

The Swing is to WHB in Kansas City

★ Area's highest Hooperated station

★ Area's lowest cost per-thousand-listeners

★ Wide and wealthy consumer-market

★ Beginning full-time operation (probably next month) with greater power and better frequency— 10,000 watts on 710 kilocycles

See your John Blair man for availabilities!

WHB 10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Wells Heads Group to Aid Concept of U. S. System

APPOINTMENT of Kenneth D. Wells, West Coast manager of the National Assn. of Foremen, as director of operations for the joint ANA-AAAA committee on improvement of public understanding of our economic system has been announced in New York by Don Belding, chairman of the joint committee, and board chairman of Foote, Cone & Belding. Mr. Wells' appointment is effective Feb. 3.

Mr. Belding said that the committee's program has aroused such widespread interest that a fulltime executive is needed to co-ordinate its functions and offers of outside cooperation. At the same time, Mr. Belding announced the launching of a major program by the committee "to increase the flow of accurate economic information and thus to improve public understanding of the American system."

The committee was organized in September 1946, and includes 10 representatives of the Assn. of National Advertisers and 10 of American Assn. of Advertising Agencies.

Nice—for CBS

A FLICK of the wrong switch in Chicago gave CBS two minutes of free time on most of Mutual Jan. 25. Shortly before 8:30 announcers on local MBS outlets told listeners to stay tuned for Jimmie Fidler. But lo and behold, on came Frigidaire's *Man Called X*, a CBS show. Some two minutes and one commercial later, the mistake was rectified and Mr. Fidler was back where he belonged.

NO TIME ON THEIR HANDS

XEQK Broadcasts 14,400 Commercials A Day, And Is Proud of It

THE FCC probably wouldn't be too pleased with the record of XEQK Mexico City—14,400 commercials a day. But Guillermo Morales, station's owner, is proud as punch of it. At least 30,000 listeners synchronize their watches with XEQK at least once a day.

XEQK is on the air 24 hours a day and gives the correct time every minute of the day and night. Between each time signal ten commercials are read, each announcement punctuated by the striking of a chime. Eight announcers work in three shifts of one hour each to keep up the gruelling job.

Announcers use a card index system, with each card held in place by a long metal rod, which they hold in their hand. And each announcer reads 600 spots, plus 60 time signals each hour.

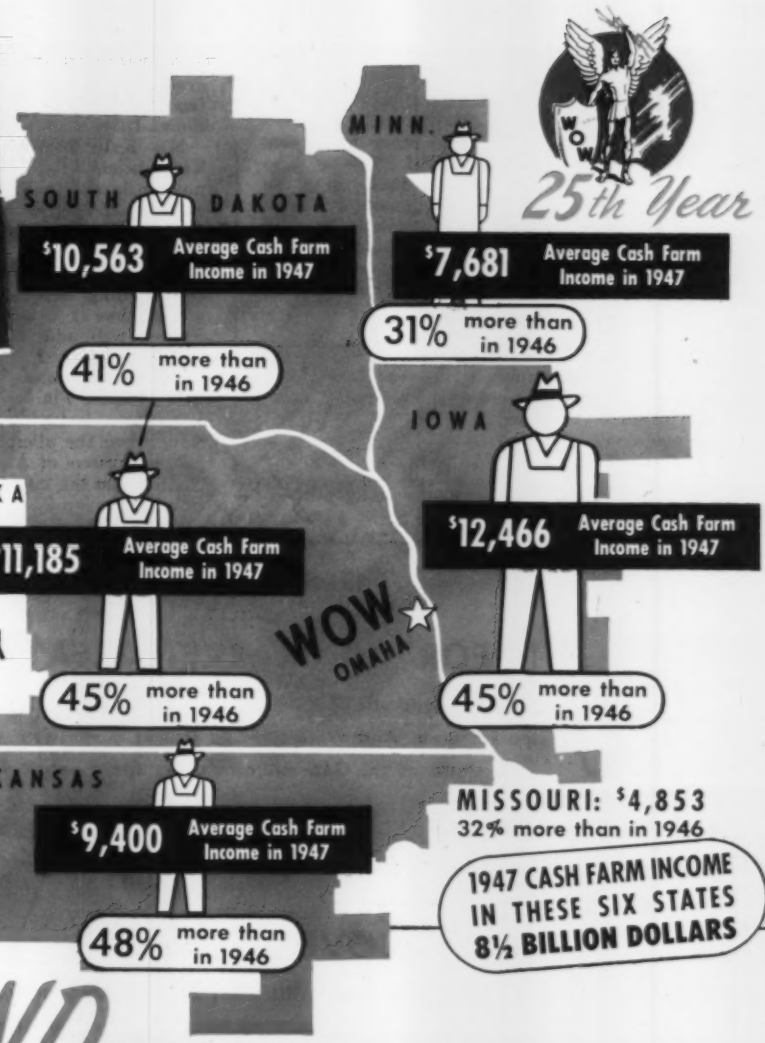
A product's mention every minute of the day costs only 100 pesos—for 1,440 spots. For a spot every two minutes—720 spots in 24 hours—the rate is 64 pesos. Five pesos are worth one American dollar. In addition the same announcements are also broadcast over Mr. Morales' shortwave station, XETT.

The Mexican telephone company used to give the correct time, but with only 40,000 telephones in Mexico, and 100,000 daily requests for time information, the telephone company discontinued the service with a low bow to XEQK.

OPERATION FRIGID, involving field studies in five-above-zero temperature for WRUN, which will shortly be serving the Utica-Rome, N. Y., area as the Rome *Daily Sentinel's* AM outlet on 1150 kc, is performed by Barton C. Coffman (l) and William H. Runyon, engineers with the Paul Godley Co., consulting radio engineers, Great Notch, N. J. Picture was taken Jan. 10 near Oriskany, Oneida County, N. Y., about a mile and a half from the WRUN transmitter.

The "WOWLAND" FARMER IS THE WORLD'S BEST CUSTOMER

(In 1947 He Got More Than ONE-FOURTH of the Entire Nation's Cash Farm Income!)


MINN.
SOUTH DAKOTA
$10,563 Average Cash Farm Income in 1947
41% more than in 1946
$7,681 Average Cash Farm Income in 1947
31% more than in 1946
IOWA
NEBRASKA
$11,185 Average Cash Farm Income in 1947
$12,466 Average Cash Farm Income in 1947
NORTH PLATTE
KODY
WOW
OMAHA
45% more than in 1946
45% more than in 1946
KANSAS
$9,400 Average Cash Farm Income in 1947
48% more than in 1946
MISSOURI: $4,853
32% more than in 1946
1947 CASH FARM INCOME IN THESE SIX STATES 8½ BILLION DOLLARS

25th Year

WOWLAND FARMERS' CASH Income FOR 1947 WAS THE Greatest in History!

As a result, the banks in this territory are bulging with cash that the farmer has accumulated and is anxious to spend NOW, as the things he needs - Automobiles, farm implements, household appliances, etc., - become available.

Through WOW - and WOW alone - advertisers can sell to 32% of the million farms in the six states shown above. No other station or combination of stations can do this same job for you at so little cost.

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

5-KW KLEE HOUSTON TAKES AIR ON 610 KC

KLEE Houston, 5-kw independent on 610 kc, started Jan. 31, with the opening day coinciding with the opening of the Houston Fat Stock Show and Livestock Exposition. W. Albert Lee is station owner.

On Jan. 17, KLEE placed in operation the first Trans-Lux moving news sign in the Southwest. It is being operated by the station's news department. KLEE went on the air with a special two-hour inaugural broadcast from its auditorium studio and from a remote pick-up point on the marquee of the Milby Hotel, where the studios are located. Cowboy Star Gene Autry headlined the list of entertainers appearing on the program.

Personnel at KLEE includes: Ray Bright, general manager; Winthrop Sherman, program director; Phil Parker, commercial manager; Paul Huhndorff, chief engineer; Charles Rashall, chief announcer, Tom Journeay, news director.

Good Beginning

A LEBANON, Pa. realtor had plenty of praise for the pulling power of radio after his first venture in the medium. A $5 one-minute spot on WLBR Lebanon, resulted in the sale of two large farms and several other businesses for a total of $35,000. The results were disclosed to the station's commercial representative, Frank Short, by the realtor who had purchased the spot on WLBR's *North-Side Family Hour*, 1:30-2 p.m., Mon.-Fri.

MBS "Heart's Desire" is being telecast simultaneously over W6XAO, Hollywood television station operated by Don Lee Broadcasting System.

Rolf Kaltenborn Enters Race for Congress Seat

ROLF KALTENBORN, who late last year exhumed the Benton plan for subscription radio, last week announced his candidacy for Congress on the Republican ticket from the Sixth (Florida) Congressional District.

Mr. Kaltenborn, son of H. V. Kaltenborn, NBC news commentator, declared that his candidacy would ". . . in no way interfere with my work in establishing the Pioneer Network of subscription stations. I do not begin active campaigning until the summer by which time I hope to have the project well under way."

The younger Kaltenborn maintains a year-round residence in Palm Beach, Fla. This winter he has been lecturing around the country on the alleged evils of the present system of American broadcasting and the merits of subscription radio.

INCREASE IN LOBBYING REGISTRATIONS SEEN

ALTHOUGH Frank M. (Scoop) Russell, NBC Washington vice president, is the sole radio figure to date to register under the 1946 Lobbying Act since Attorney General Clark announced his intention of obtaining full compliance with the law [BROADCASTING, Jan. 19], other network officials and representatives of trade organizations are expected to follow suit before long.

Indications are that Don Petty, NAB general counsel, will be next to file his statement with the Clerk of the House and Secretary of the Senate, possibly in the next few days. Mr. Petty reportedly planned to register last week, but was prevented by press of other business.

The networks and trade associations have maintained that their principal activities are not concerned with influencing radio legislation and have given this as their reason for not complying. But the contention of some legislators that the law requires such registration, coupled with the pressure of the Attorney General's investigation of lobbying practices, is expected to bring additional names.

In other action, the NAM late last week filed a suit in the U. S. District Court at Washington which challenged the legality of the 1946 Lobbying Law.

The organization, which currently lists five registered lobbyists who make a total of $67,500 a year, asked the court to rule on the constitutionality of the law and at the same time to restrain Attorney General Tom Clark from enforcing it.

The NAM brief said the law deprived it of due process of law by violating the freedom of speech, press, assembly and petition to Congress as well as subjecting the organization to unlawful search of its records. The association also objected to the penalties of $10,000 fine and 10 years in prison, which it termed "cruel and unusual punishments."

NBC Plans 3 Workshops For Affiliates' Personnel

THREE workshop meetings for personnel of NBC affiliates are slated for this spring in New York, Chicago and Hollywood, NBC announced last week.

Schedule is as follows: Feb. 9-11 at Waldorf-Astoria Hotel, New York; Mar. 5-17 at Drake Hotel, Chicago; and May 12-14 at Roosevelt Hotel, Hollywood.

The meetings, for programming, production, publicity and engineering personnel, will devote one day to each phase.

KLAS Starts March 1

KLAS Las Vegas, starts operations as a CBS affiliate March 1. Operating with 250 w unlimited on 1230 kc, station is to be headed by Richard E. Goebel, general manager.

IS FOR THE MARKET AREA

You can build strong sales, block by block, in the Nashville market area. And WSIX's record proves it can help you get your share of the 356 million dollars spent yearly in retail stores alone.

IS FOR COVERAGE

WSIX's 5000 watts on 980 kilocycles give adequate coverage of the rich middle Tennessee Market surrounding Nashville. BMB study number one shows radio home penetration, by WSIX, of 25% or more in 48 counties; with 80% or over in 11 of these. Complete BMB report is available at your request.

IS FOR ECONOMY

For your share of a buying audience in the Nashville market area, at reasonable listener cost, always consult WSIX!

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

National Representatives: THE KATZ AGENCY, Inc.

HOW TO GO FROM LAST PLACE TO 1ST IN RATINGS WITH ZIV TRANSCRIBED SHOWS!

1:00 P.M.
PLEASURE PARADE
. . . with Vincent Lopez, Jimmy Wallington, Paula Kelly, Dick Brown, The Modernaires, and Pleasure Parade Orchestra.

2:00 P.M.
BARRY WOOD SHOW
. . . Margaret Whiting, The Melody Maids, Henry Sylvern and his orchestra.

3:00 P.M.
GUY LOMBARDO SHOW
. . . with David Ross, The Royal Canadians, Don Rodney, Kenny Gardner, Twin Pianos, Lombardo Trio.

3:30 P.M.
WAYNE KING SHOW
. . . with Nancy Evans, Larry Douglas, and Franklin MacCormack.

4:00 P.M.
FAVORITE STORY
. . . with Ronald Colman, and all-star supporting cast and orchestra.

Here is the sensational Cincinnati story:
This is how Station "A" jumped from last place to first place . . . on Sunday afternoon . . . by programming these ZIV shows!

October 1, 1947—Station "A" scheduled this great array of ZIV half-hour shows. The Hooper ratings for November, 1947, show Station "A" in *first place* on Sunday afternoons (the only time of the week that this station is in first place!)

Last year, November, 1946, two ZIV shows ran on Station "B" on Sunday afternoon. Station "B" was in second place, while Station "A" occupied last place. This year, with no ZIV shows being programmed, Station "B" is in last place, while Station "A" occupies first place!

Do you want to go to first place in your market?
Schedule these ZIV shows!

COMPETITION

In an effort to stem this tidal wave of popularity, Station "C" scheduled disc jockey shows . . . using phonograph records by Wayne King and Guy Lombardo opposite these ZIV shows. Result: Station "C" dropped lower and lower and LOWER!

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS

WIRE, WRITE OR PHONE FOR AVAILABILITIES

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

WTVR(TV) Richmond Host To Area GE Video Dealers

AS A PRE-OPENING promotion move, WTVR, Richmond, Va. television station set to go on the air in a few weeks, was host to over 300 General Electric television dealers of the area, Jan. 20-21. GE meetings, conducted by Paul L. Chamberlain, GE manager of sales, were held at the station in the interests of selling TV sets to residents of the Richmond area prior to WTVR's opening.

Wilbur M. Havens, WTVR owner and manager, explained the planned operation of his station, and presented some demonstrations of coming programming. The WTVR staff presented a 20-minute live video show shown on the receivers located in the studio. All types of GE television sets were on display and each dealer was given a brochure showing the important selling points of video.

Global Color Video, Pocket Radios Among Developments Seen by Stanton

TWO-WAY radios the size of pocket watches powered by sunlight, "global television" in full color, and video telephone communication were foreseen in radio's future by Dr. Frank Stanton, CBS president, in a talk during the CBS *Family Hour* program Jan. 25.

Mr. Stanton

"One of the interesting things about radio is how safe it is to predict quite fantastic things about it and then see them come true," the research-minded network chief observed. "After all," Dr. Stanton added, "if I could have accurately predicted 25 years ago what radio would be like today nobody then would have believed it.

"It seems hard to believe, for example, that within the next 25 years tiny radio sets will be carried about in one's pocket—radios no larger than a pocket watch—yet capable of bringing you programs with almost all the quality of your present sets at home . . . They may be powered simply by exposure to sunlight alone," he said. "You'll be able to make your own broadcasts—to tell the family you'll be late for dinner, for example."

Dr. Stanton also predicted the further development of facsimile broadcasting " . . . to print your copy of the morning newspaper, page by page, with its pictures in full color. It will be neatly stacked by your radio waiting for you when you wake up in the morning.

"New developments in programming—both in radio and television—will certainly stimulate and expand a greater sense of our participation in the affairs of government, and will lift to even greater heights the cultural level of the nation," he declared.

1929 Video Guess

FACES of NBC Chicago engineers are wreathed in smiles these days as a 19-year-old hunch on video's future is nearing the payoff. Back in 1929, when the network's Merchandise Mart studios were under construction, NBC technicians wired one of the major studios with heavy duty cable and provided outlets so television lights could be plugged in at some future date. On heels of recent announcement that NBC is pushing ahead its plans for WNBY (TV) Chicago, engineers are pretty sure 1929 television guess will finally pay off around Sept. 1 [BROADCASTING, Jan. 19].

ANTENNALESS TV SET IS SHOWN BY ARCTURUS

AN ANTENNALESS television set was exhibited in a New York basement apartment, a Newark hotel, a location in Millburn, N. J. and in a home atop South Orange Mountain, New Jersey, on Jan. 23 by the Arcturus Radio & Television Corp.

Although the technical principle of its operation was not revealed, the table model set was said to contain no inside or outside antenna, and would receive under any altitude or condition. The 10-inch screen set, which is scheduled to be on the market within 90 days, plugs in like a radio and is said to give instant service.

Arcturus officials announced sets will retail at approximately $600.

Boston TV-Minded, Says Video Firm Sales Chief

BOSTON is already video-minded, although there is as yet no television station serving that city, Edwin B. Hinck, sales manager of Industrial Television Inc., reported late last month after a New England survey.

"The enthusiasm over television in Boston is something remarkable," he said. "Selling something for which there is no immediate use seems like a hard task, but our dealer there reported that he has had no trouble in securing orders for our teleceivers in and about the city and vicinity. Boston, I believe, presents an excellent market for the television industry."

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

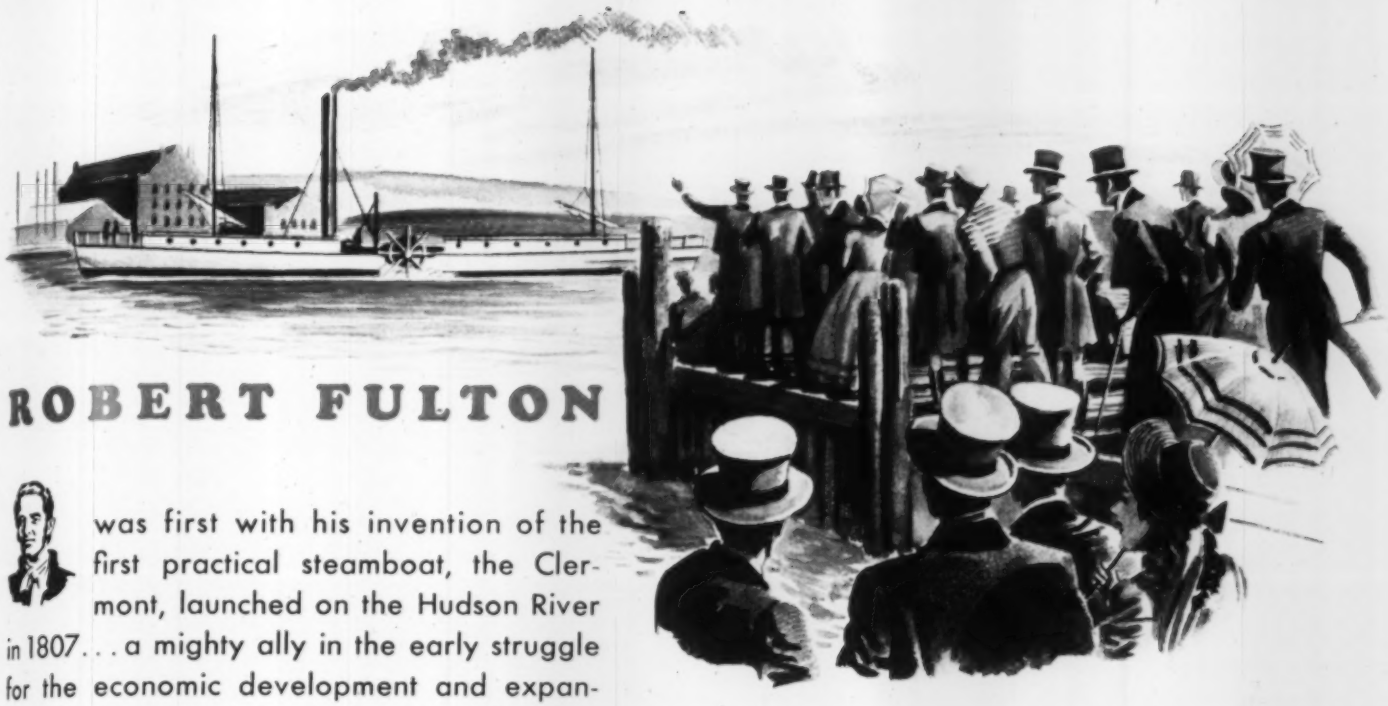
You can have that NEW look, too

5000 WATTS
NEW POWER
NEW FREQUENCY
NEW STUDIOS
NEW TRANSMITTER
NEW "THINKING"
NEW AUDIENCE
OLD KNOW HOW

NBC AFFILIATE

Consider—then Contact

JOHN E. PEARSON CO.



ROBERT FULTON

was first with his invention of the first practical steamboat, the Clermont, launched on the Hudson River in 1807... a mighty ally in the early struggle for the economic development and expansion of the United States. And WJR is...

first

IN POWER AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

CBS

THE GOODWILL STATION FISHER BLDG. **DETROIT**

Represented by PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

THE OUTSIDE AUDIENCE HAS PLENTY OF MONEY ON THE PACIFIC COAST, TOO!

TRUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network

it. 44 *local* Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets... markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

Engineers Meet, Discuss NBC Chicago TV Outlet

DISCUSSION of NBC's plans for its Chicago television station, WNBY, took place fortnight ago in Chicago between Lester Looney, assistant manager of radio and allocations engineering for NBC New York, and Howard C. Luttgens, central division chief engineer.

Mr. Looney and Mr. Luttgens conferred with engineers of the Austin Co., Chicago, on general construction details and the specific problem of bringing increased power into the Civic Opera Bldg., where NBC's transmitter and 71-ft. TV antenna mast will be located. Antenna will reach 630 feet above the ground.

WESTINGHOUSE RADIO Stations have been cited for "wholehearted cooperation and for services rendered to the United States Naval Reserve in 1947" by the Navy for the stations' recruiting activities.

OPEN-END PROGRAMS FOR TV ANNOUNCED

GOING the open-end programs of sound broadcasting one better, Video Associates has introduced open-end commercials for television. These brief dramatized commercials, using comic pop-up characters, are built for use on small video stations by local advertisers whose names can be inserted on slides at the start and conclusion of the commercial.

A VA commercial on the water clocks of ancient Egypt, particularly suitable for use by a jeweler, was shown Jan. 22 at a film session of American Television Society in the Advertising Club of New York. Television Program Service showed a 15-minute children's program on the life of a fireman, one of a series of *Encyclopedia Britannica* films which have been recut for television use and are offered to stations as silent pictures with a cued script for use by a local announcer at rates ranging from $50 to $150 per program.

Jerry Fairbanks Productions showed one of its *Public Prosecutor* series, said to be the first dramatic films ever made especially for television.

Grant, Flory & Williams displayed a 15-minute program on posture, one of a series aimed at the teen-age group and available in both color and black-and-white films for use in schools as well as on the air.

New KSO Building

* * *

NEW FACILITIES OF KSO PUT INTO OPERATION

KSO, 5-kw fulltime CBS outlet in Des Moines on 1460 kc, has put into operation its new quarter-million-dollar facilities, including a 60 x100 ft. concrete block and steel building, 5-kw transmitter and 551-ft. AM-FM tower.

Featured on the dedicatory program Jan. 13 was a "Cavalcade of Music" of the past quarter-century and a dramatization of highlights of the station's history. Station also gave a luncheon and cocktail party for agency men and clients, and held an open house at its transmitter site.

Equipment consists of an RCA BTA-5-F transmitter, an RCA BTF-3-b FM transmitter and new speech input equipment for both AM and FM, as well as test and measuring devices.

KSO is owned and operated by Murphy Broadcasting Co. Kingsley H. Murphy, president of the firm, appeared on the dedicatory program. Key posts on the KSO staff are held by Max M. Friedman, sales manager; Herbert F. Holm, controller and personnel manager; Edmund J. Linehan, program director; Don V. Shoemaker, director of promotion, and Alice M. Buchanan, continuity director.

WAUD, 250-w Station, Starts in Auburn, Ala.

ALABAMA'S newest addition to the air lanes, WAUD Auburn, began operations late last month with 250 w fulltime on 1230 kc. Auburn Broadcasting Co. is licensee and Elmer G. Salter is general manager.

Other personnel include Neil Lovett, formerly with WTOK Meridian, Miss., program director and chief announcer; Charlie Herman, chief engineer; Mrs. Ann Belvin, assistant program director; Mrs. Ann Smythe, Bob Pattillo, and Lem Hensel, announcers; Richard Kearley, Carl Summerlin and Carl Caddell, engineers; and Mrs. Don Oglesby, bookkeeper.

Orange-Crush Plans

THE ORANGE-CRUSH Co., New York, has appointed Ruthrauff & Ryan, New York, effective Feb. 11, to handle the advertising campaign of its Orange-Crush and The Old Colony beverages. The agency also will handle the advertising of the Inter-American Orange Crush Co. and the Orange Crush Co. Ltd. (Canada).

Profits can multiply, too

WTAR-NORFOLK sets your sales and profits a-zooming . . . because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% more customers, 61% more new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market . . .

Let us tell you more about this profit-team, market and media . . . how WTAR tops the nation in audience delivery (Billboard's Continuing Program study, '47), what Sales Management says about Norfolk market's folding money . . . and a lot of other pointers toward easy, extra sales.

NBC AFFILIATE
5,000 Watts Day and Night

WTAR norfolk

Operator, WTAR-FM 97.3 Megacycles
National Representatives: Edward Petry & Co.

BR'ER TERRAPIN,
STICK OUT YO' HAID
AND LEMME TELL YOU DE
NEWS – WCON IS GOT ALL DE
FOLKS GLUED TO DE RADIOS, AN'
DESE ADVERTISING MENS IS
SHO' BUYING
DE TIME !

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

WCON
ATLANTA

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

Affiliated, American Broadcasting Company

National Representatives **HEADLEY-REED COMPANY**

If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Amos 'n' Andy Hit The Pulse Top Ten

Survey Also Shows New Yorkers Used Sets More in January

NEW YORK radio listeners used their sets slightly more in January than in December, which is normal, and slightly more than in January of last year, according to The Pulse Inc. Metropolitan New York sets-in-use, Pulse figures, were 25.5 for January 1948, 23.9 for December 1947 and 25.1 for January 1947. The Pulse notes as significant the inclusion of *Amos 'n' Andy* in the top ten evening programs for the first time, with *Truth or Consequences* dropping out of this select group following the conclusion of its "Miss Hush" contest. Top Pulse-rated shows for the month, by highest quarter-hour ratings, were:

EVENING

	Jan.
Jack Benny	27.0
Fred Allen	23.3
Walter Winchell	21.3
Lux Radio Theatre	21.3
Charlie McCarthy	20.3
Bob Hope	18.0
Kraft Music Hall	18.0
Fitch Bandwagon	17.3
Fibber McGee	17.0
Amos 'n' Andy	15.3

DAYTIME—5 A WEEK

Harry Clark, News (7:45)	6.9
Arthur Godfrey (11:15)	6.7
Arthur Godfrey (7:30)	6.6
Gambling Musical Clock (7:45)	6.3
Grand Slam	6.2
Rosemary	6.2
Big Sister	6.0
P. Robinson, News (8:00)	5.9
Queen for a Day	5.8
Helen Trent	5.7
Our Gal Sunday	5.7
Ma Perkins (1:15)	5.7
Young Dr. Malone	5.7

SATURDAY AND SUNDAY DAYTIME

The Shadow	9.7
Counterspy	9.3
Detective Mysteries	8.0
Quick as a Flash	7.3
Ford Theatre	7.0
CBS Symphony	7.0
House of Mystery	6.7
Children's Hour	6.7
Metropolitan Opera	6.7
Harvest of Stars	6.3
Juvenile Jury	6.3

HILL PROBERS STUDY MEDIA EXPENDITURES

TRANSFER of $600,000 by the administration from one fund to another so as to hire 50 radio and newspaper men to publicize a bond-selling campaign was reported last week to a House Executive Expenditures subcommittee investigating last year's allotment of $500,000 in foreign relief funds to the Food Conservation Committee.

Harry S. Barger, an investigator for the House Appropriations Committee, testified that the bond campaign was part of the administration's anti-inflation drive and said he understood that the transfer of funds "is now going on."

Although Mr. Barger said he had not yet determined the source of the money, Subcommittee Chairman J. Edgar Chenoweth (R-Colo.) added that he had been informed that the $600,000 was coming out of the Treasury's Debt Retirement Fund.

LEO RICKETTS (r), recently named commercial manager of KECA Los Angeles, discusses his new position with Governor Earl Warren. Before he went to KECA Mr. Ricketts was manager of KFBK Sacramento, where he arranged for broadcast of the press conference in which the Governor announced his willingness to accept the Presidential nomination.

T. Dorsey Show Expands To Cover Foreign Markets

THE TOMMY DORSEY show, a Louis G. Cowan transcribed package widely syndicated in the U. S., is being expanded to cover foreign markets, it was disclosed last week. Radio Luxembourg began carrying the program yesterday, Feb. 1, on a sustaining basis one hour every night. Harry Towers, president of Towers of London, who is handling European time sales, said that 25% of the Radio Luxembourg time has been earmarked for a British advertiser.

An official of the Cowan office in New York said that the firm is also negotiating with the Major Network in Australia to carry the Dorsey show, and with other radio interests in South Africa.

Kentucky Hearings Deferred to April

Attorney General Asks More Time to Investigate

HEARINGS on tax suits against 16 Kentucky radio stations, the four major networks and the Keystone Broadcasting System [BROADCASTING, Dec. 8] were postponed last week until the April term of the U. S. Circuit Court at Frankfort.

Circuit Judge W. B. Ardery said the request for deferment came from Assistant Attorney General Hal Williams who said that he and Attorney General A. E. Funk needed more time to investigate the issues.

The suits were originally filed Dec. 4 by William H. Walden of Louisville, a special collector of delinquent taxes employed on contract by the Revenue Dept. Mr. Funk decided to intervene in the cases after he took office on Jan. 5.

Suits against the 16 radio stations amount to $405,996 while those against the networks and the transcribing service total $744,093. The state contends that the defendants are liable for franchise and gross receipts taxes back to 1942 and for the state income tax back to the same year. If the state wins, penalties and interest will also have to be paid.

NBC, meanwhile, has a motion pending for dismissal of the suit against it [BROADCASTING, Jan. 19]. The network claims it has no offices or employes in Kentucky and therefore the court has no right to levy state taxes against it.

N. Y. Central Railroad's 1947 Spot Success Prompts Increase

THE NEW YORK Central Railway System has gone "all aboard" for spot radio. It all started on Jan. 1, 1947, when the railroad through its agency, Foote, Cone & Belding, New York, placed a spot announcement campaign on two stations in two markets, Chicago and Indianapolis. It was so successful that just one year later the campaign has increased to 20 stations in seven major cities, St. Louis, Cincinnati, Boston, Springfield, Worcester, Chicago and Indianapolis.

The railroad's radio budget for last year was approximately $125,000. And the 1948 plans include expansion in major terminal cities as soon as the time availabilities open up.

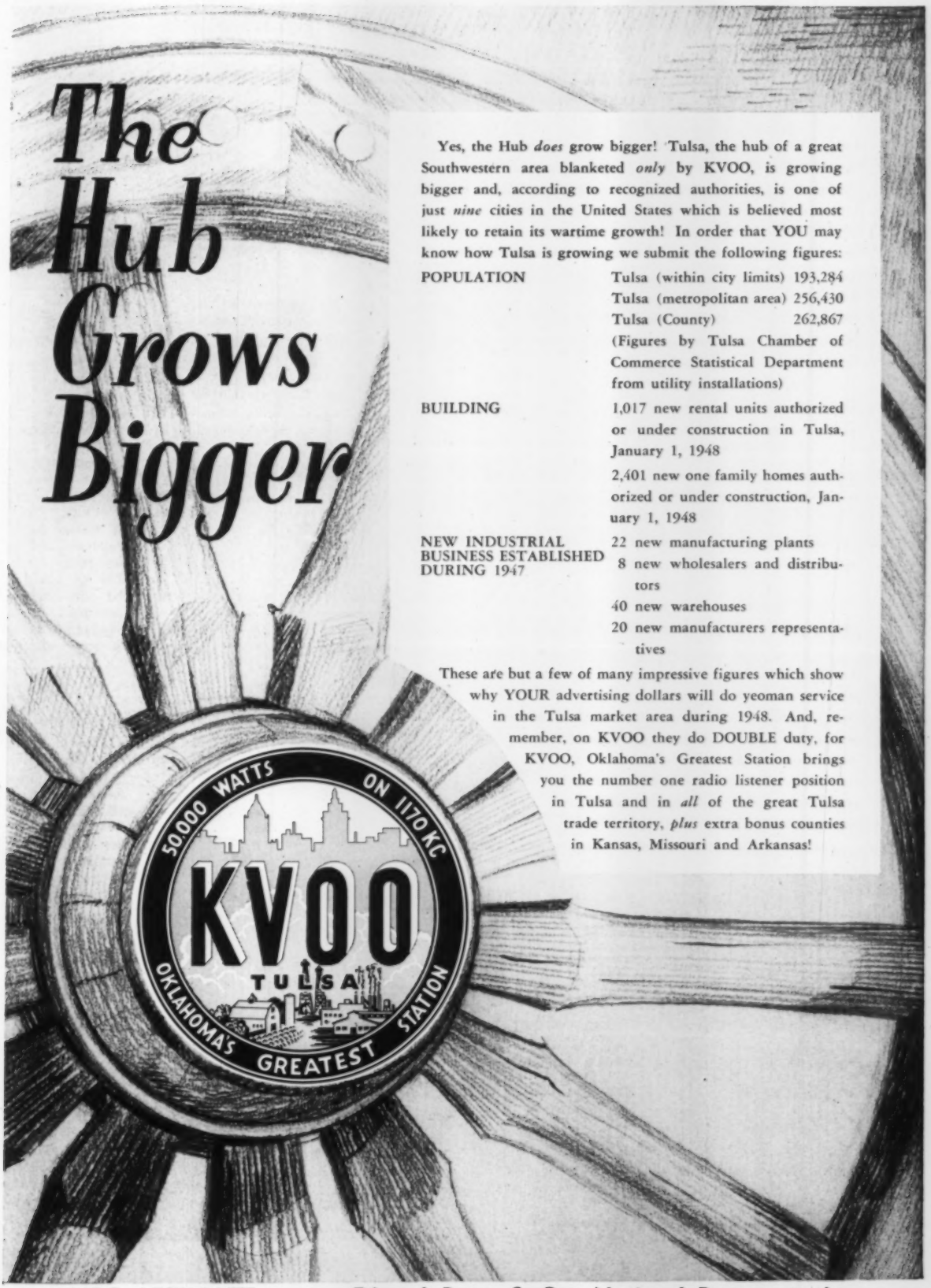
Currently the company is using spots within the following three time periods, the 7-8 a.m., 10:30-11 p.m. and the 6:30-7 p.m. slots on approximately all stations, five times a week, with 15 spots weekly on each station.

To exemplify the potency of radio, Harry Frier, account executive with Foote, Cone & Belding, New York, said that about six months ago the New York Central ran a special train for a sporting event up to Indianapolis from Cincinnati, and the spot announcements broadcast the news of the special train. A very successful turnout for the trip was mostly attributable to the radio advertising.

Format Used

The usual spot announcement for the railroad follows the weather report with the reminder "Remember it's always fair weather on New York Central trains" and a line or two about low coach fares and other railroad services. The entire spot usually totals about 100 words. All the spots are carried live on each station.

In buying station time, it was revealed, the firm doesn't necessarily buy the station with the most coverage power but the station with the most power for "the local selling job."


The Hub Grows Bigger
Yes, the Hub *does* grow bigger! Tulsa, the hub of a great Southwestern area blanketed *only* by KVOO, is growing bigger and, according to recognized authorities, is one of just *nine* cities in the United States which is believed most likely to retain its wartime growth! In order that YOU may know how Tulsa is growing we submit the following figures:
POPULATION
Tulsa (within city limits) 193,284
Tulsa (metropolitan area) 256,430
Tulsa (County) 262,867
(Figures by Tulsa Chamber of Commerce Statistical Department from utility installations)
BUILDING
1,017 new rental units authorized or under construction in Tulsa, January 1, 1948
2,401 new one family homes authorized or under construction, January 1, 1948
NEW INDUSTRIAL BUSINESS ESTABLISHED DURING 1947
22 new manufacturing plants
8 new wholesalers and distributors
40 new warehouses
20 new manufacturers representatives
These are but a few of many impressive figures which show why YOUR advertising dollars will do yeoman service in the Tulsa market area during 1948. And, remember, on KVOO they do DOUBLE duty, for KVOO, Oklahoma's Greatest Station brings you the number one radio listener position in Tulsa and in *all* of the great Tulsa trade territory, *plus* extra bonus counties in Kansas, Missouri and Arkansas!
50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION
NBC AFFILIATE • Edward Petry & Co., National Representatives

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Page Coins New Name For FM Enthusiasts

EDITOR, BROADCASTING:

I have a new term for people who have gone overboard for Frequency Modulation broadcasting, and that is "FMinate."

E. C. Page
Consulting Radio Engineer
Washington, D. C.

* * *

Radio Classes Urged To Read 'Broadcasting'

EDITOR, BROADCASTING:

. . . what I am going to say is absolutely true and there is no time like the present.

I firmly believe BROADCASTING magazine to be the best of the trade publications, comparing it with other industries. In my lectures to the radio classes at the U. of North Carolina, I usually close strongly urging them to read BROADCASTING as "The Bible of the Radio Industry."

H. W. Maschmeier
Program Director
WRAL Raleigh, N. C.

* * *

Agrees With Wiel On Trend to 250-Watters

Editor, BROADCASTING:

After reading Eugene P. Wiel's article on small stations [BROADCASTING, Jan. 12] I can completely agree with his point of view. It is my experience as a radio station operator that the time when one or two powerful signals could dominate complete markets to the exclusion of the local services is a thing of the past.

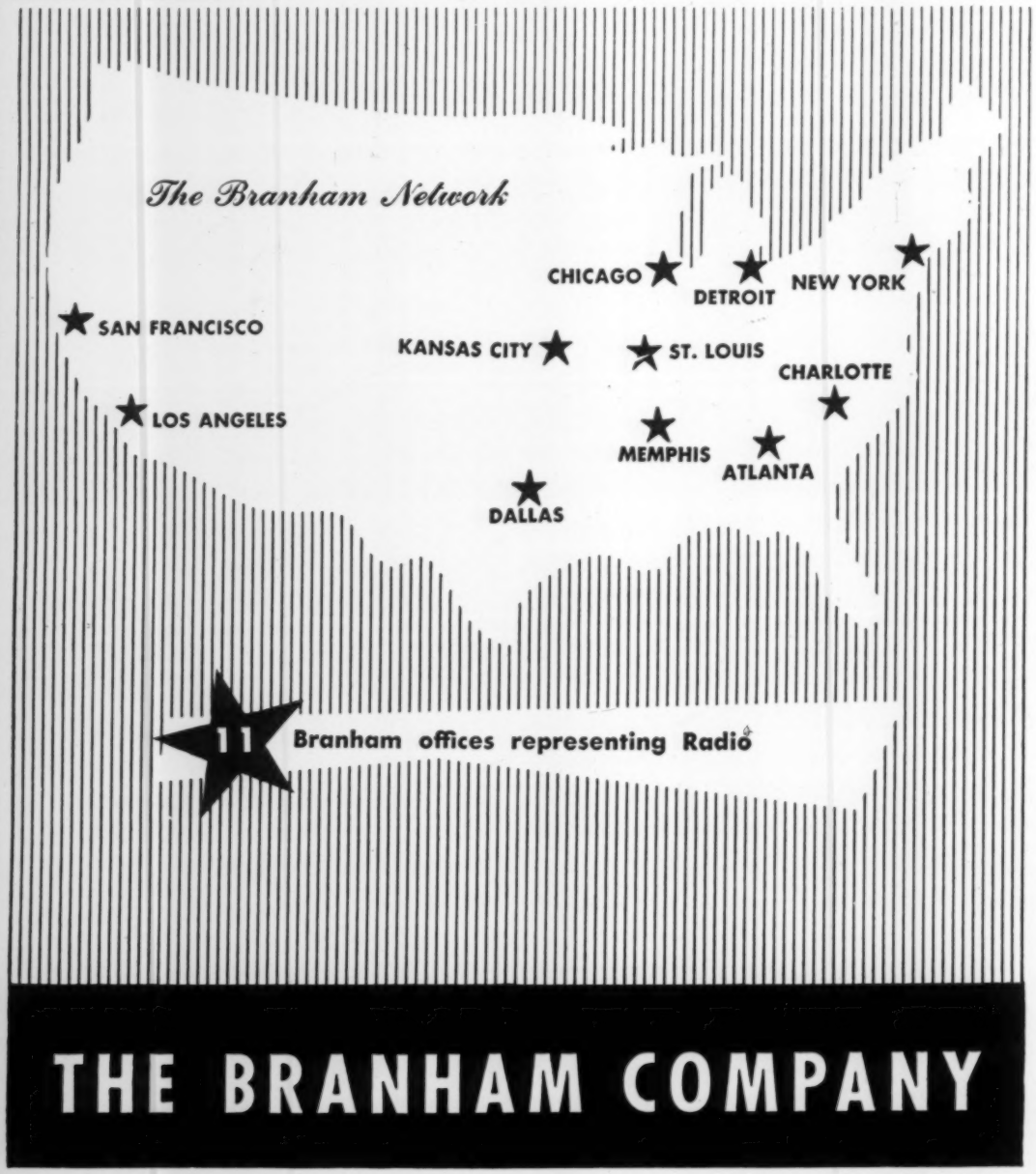
We have operated WWON a little over a year in Woonsocket, R. I. now and we are more than certain, without complicated surveys that the great majority of the 50,000 people in Woonsocket, listen to WWON as a matter of their own convenience . . .

. . . a lot of the national advertisers and their representatives do buy time on the bigger stations more easily, simply because they feel a bigger brush may do a quicker job, but they completely have lost sight of the fact that the smaller brush can get in and around corners more completely and with greater efficiency . . .

Generally speaking, the local 250 watter is by comparison a more efficient medium for advertising than a regional powerful fellow. Withal, one can take it for granted that advertising placed in a number of low power local outlets at little cost, is better advertising than that placed at higher cost on one or two powerful outlets.

This, of course, is based completely on competency of operations . . . It takes local know how and careful planning to have a local station service and sell in a

(Continued on page 84)



THE BRANHAM COMPANY

Bulova Watch Offering New Transcribed Shows

RELEASE of four transcribed shows available for local sponsorship was announced last week by Bulova Watch Co., New York. All are open-end discs. *Folk Dances* and *Sweetheart Songs* have one minute spots on one side and station breaks on the other side; *In Any Language* is designed for one minute spots and *In Just One Minute*, for station breaks.

The transcribed packages, to be supplied free of charge, will be available to stations having authorized Bulova dealers among their accounts. The address is Radio Department, Bulova Watch Co., 630 5th Ave., New York.

AUDIO DEVICES, AER SPONSORING CONTEST

AUDIO Devices Inc., New York, producers of recording discs, and the Assn. for Education by Radio are co-sponsoring the 1948 National Radio Script Contest.

Contest is open to all students in recognized U. S. colleges and universities and offers cash prizes for the best-written scripts in four regular and one special classification.

The regular classifications include: Original dramatic script, dramatic adaptation, non-dramatic script (for one voice) and non-dramatic script (for more than one voice), and the special classification (prizes in this class offered by Audio Devices) is for scripts suitable for home or school recording. Audio Devices will also make supplementary awards for each script found suitable for publication. The regular classifications will be awarded $50 for the first four top scripts while the special classification's winning script will be awarded $100 for first prize, $60 for the second and $40 for the third.

Fuller particulars may be obtained from Dr. Sherman P. Lawton, AER script contest chairman, U. of Oklahoma, Norman, Okla.

WGTM WILSON, N. C., will boost its frequency from 250 w on 1340 kc to 5000 w on 590 kc, effective in March.

New Facilities At A New Site For An Old Pioneer Station . . . KSO

Another Reason Why
KSO is the Best Buy in Central Iowa

● KSO's new modern building on the new site houses all that is newest and finest in the technical field, including the 5000 watt transmitter. All this, plus the huge 551-foot AM-FM tower, gives a bigger voice to one of the nation's oldest stations.

● The installation of these new facilities enables KSO to do a more effective job for you . . . and a better service job for the thousands of listeners in the rich Central Iowa Market.

KSO

DES MOINES **5000 WATTS**

Basic Columbia Station for Central Iowa

Murphy Broadcasting Company,
Kingsley H. Murphy, President

Headley-Reed Co., National Representatives

AMARILLO

—as every statistical report shows, . . . is ONE OF THE BRIGHTEST "BUSINESS SPOTS" IN THE NATION!

KFDA "sells"

. . . in the concentrated **POPULOUS AREAS** of the Amarillo market. They offer a high share of the listening audience at a reasonable cost. ABC network plus outstanding local productions spell . . . listeners!

Ask the John E. Pearson Company for facts on this aggressive Station—today!

KFDA

A NUNN STATION

HOWARD P. ROBERSON, Mgr.

Amarillo, Tex.

AM Grants Given Beaver Falls, Greeley, Brookhaven, Midland

FINAL AUTHORIZATIONS for new fulltime local stations in Beaver Falls, Pa.; Midland, Mich.; Greeley, Colo., and Brookhaven, Miss. were announced by FCC last week.

All four cases had been in hearings. The grants went to:

1. Frank R. Smith Jr., former president and general manager of WWSW Pittsburgh, 1230 kc with 250 w at Beaver Falls, Pa.

2. Rich Publishing House, Midland, Mich., 1490 kc with 250 w (Midland Broadcasting Co.'s application for the same facilities was denied).

3. Meroco Broadcasting Co., Greeley, Colo., 1450 kc with 250 w.

4. Brookhaven Broadcasting Co., Brookhaven, Miss., 1340 kc with 250 w.

The Brookhaven case was decided three months ago—Oct. 21—on a 3-to-2 vote, Comrs. Clifford J. Durr and Rosel H. Hyde dissenting on grounds that the grant would cause "too substantial" a loss of service population for WAML Laurel, Miss. and would set a precedent jeopardizing "the successful operation of other existing local stations with relatively small service populations."

Mr. Smith, Beaver Falls grantee, has been in radio since 1928 and was identified with WWSW as general manager from 1932 and as president and general manager from 1941 until July 1947. He supervised construction of the station's FM affiliate in 1940. He has participated actively in NAB affairs, serving last year as a member of the Employe-Employer Relations Committee and previously on the Music Committee.

Mr. Smith

Mr. Smith won a proposed grant for the station about three months ago [BROADCASTING, Oct. 27]. Eagle Printing Co., seeking the same facilities for a new station at Butler, Pa., was given a proposed denial but subsequently amended to request 600 kc with 1 kw, daytime only. Mr. Smith's grant is subject to acceptance of any adjacent-channel interference which would result from a grant of Mahoning Valley Broadcasting Corp.'s application for 1240 kc with 250 w at Youngstown, Ohio.

In the Midland (Mich.) case the Commission made final its proposed departure from general policy by granting the application of the only local daily newspaper in preference to a rival non-newspaper applicant [BROADCASTING, Dec. 15].

FCC pointed out that a grant to Midland Broadcasting, several of whose stockholders are associated with Dow Chemical Co., might "tend to further the concentration of [Dow's] influence over the lives of members of the "community." On the other hand it was felt that, with respect to a grant to Rich Publishing House (*Midland Daily News*), "the undesirable results which might ordinarily flow from a grant which concentrates the avenues of communication in a community will be mitigated in large measure by the manner in which this applicant will serve this community."

Meroco Broadcasting, which received the grant for Greeley, had won the proposed decision over Gifford Phillips, owner of KGHF Pueblo, who was seeking 1450 kc for a new Denver station [BROADCASTING, Nov. 17]. Mr. Phillips subsequently amended his application to request 1430 kc with 1 kw, daytime only, opening the way for the final grant to Meroco.

3-2 Brookhaven Vote

Brookhaven (Miss.) Broadcasting Co. also had been nominated for a grant in a proposed decision [BROADCASTING, Sept. 15]. The issues were concerned primarily with the extent of co-channel interference which would be involved with WAML Laurel, Miss. The final decision granting Brookhaven's application was reached on a 3-to-2 vote, with Comrs. Durr and Hyde dissenting and Comrs. E. M. Webster and Robert F. Jones not participating.

In their dissent, Comrs. Durr and Hyde said WAML would lose 8.1% of its total daytime service population of 60,200 persons.

"We believe that such a loss is too substantial to be allowed in this case. . . . Furthermore, while it may appear in a particular case, as in this one, that the number of persons who stand to gain service in a population center is greater than the number of persons who stand to lose service in areas outside of such centers, the cumulative effect of making grants on this basis would tend toward the development of a general pattern in which the benefits of broadcast service would be limited in a large measure to population centers," they declared.

Ownership of the grantee companies:

Rich Publishing House, Midland, Mich.—Philip T. Rich is president and owns 63.2% while Ida E. and Geraldine Rich own 13.8% jointly. Gordon F. Phillips, vice president, secretary and treasurer owns 13.8% and is advertising and business manager of the firm's Midland Daily News. Norman C. Rumple, managing editor of the News, owns 6.9%, and Clarence R. Vanest, circulation manager and auditor, owns 2.1%.

Meroco Broadcasting Co., Greeley, Colo.—Elwood H. Meyer, assistant station manager in charge of traffic, accounting and promotion of KMYR Denver, is president, owns 57-1/7%, and will be general manager of Meroco's station. He is the son of A. G. Meyer and the nephew of F. W. Meyer, who own KMYR. Other stockholders, all business and professional men: C. D. Cosner and Marion H. Ricketts (14-2/7% each), and Carl H. Roath and George F. Rock (7-1/7% each).

Brookhaven Broadcasting Co., Brookhaven, Miss.—Company represents a consolidation of two original applicant groups. Tullius Brady and his brother, Dalton B. Brady, Brookhaven attorney and newspaperman, respectively, own 25% each, and four stockholders of WJPR Greenville, Miss. own the remaining half interest. They are Emmett Holmes McMurray and Frank Wilson Baldwin, 16-2/3% each, and Thomas Henry Golding Sr. and T. H. Golding Jr., 8-1/3% each.

A Busy Man

WELDON SHOWS, who in addition to handling fulltime engineering duties at WGST Atlanta is a practicing lawyer and owns an insurance agency, will take on still other duties Feb. 3. He's been elected mayor of North Atlanta, Ga., home of Oglethorpe U., and is to be sworn in on that date. Before joining WGST in 1942 Mr. Shows was a comunications officer in the Merchant Marine and chief control engineer at WJDX Jackson, Miss. He is a graduate of John Marshall Law School, Atlanta, which he was attending at night when he became associated with WGST.

KVEN Ventura (1450 kc) Plans to Start Mar. 15

KVEN Ventura, Calif., licensed to Coast Ventura Co., as a 250-w station on 1450 kc is scheduled to go on the air March 15, according to Mort Werner, general manager and secretary-treasurer of corporation.

At a recent annual stockholders' meeting the following were elected in addition to Mr. Werner: Charles Stuart, local doctor, as president, and Edward Henderson, attorney, as vice president. Construction of new station is underway with Carroll Hauser, owner of KHUM Eureka, retained as engineering consultant. Station will have plant of approximately 1,500 sq. ft. with two studios. Its news service will consist of AP; Capitol Transcription Library will also be used.

CBS Hollywood Clerical Workers Get $8 Increase

CBS Hollywood concluded contract with OEIU covering 93 clerical employes last week, authorizing across-the-board $8 weekly increase for all employed as of Jan. 1. Contract was negotiated between Donald W. Thornburgh, network's Western Division vice president, and Max Krug, union business manager.

Pact is for two years retroactive to Jan. 1, 1948 with clause for renegotiation of wages. As result of contract all hiring rates and all prevailing scales are increased $4 weekly.

BROADCASTING
Comparative Network Program Schedule
February 1948

...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

CBS

...but large audiences alone
are not the measure of network leadership...
(see back page of this insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (152)	Quaker Oats Those Websters (409)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (163)	Cudahy Packing Co. Nick Carter (385)	Am. Home Prod. Star Preview R (126)
6:45	"	"	"	"
7:00	Child's World S	Wrigley Gene Autry (152)	Trimount Sherlock Holmes (365)	Am. Tobacco Co Jack Benny (161)
7:15	"	"	"	"
7:30	Exploring the Unknown S	CPP-Super Suds Blondie (147) R	Mutual Acc. Assn. Gabriel Heatter (398)	F. W. Fitch Co. Alice Faye & Phil Harris (159)
7:45	"	"	"	"
8:00	Musical Digest Mag. Sun. Eve. Hr. (113)	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143) *
8:15	"	"	"	"
8:30	"	Gen. Motors Man Called X (160) R	Carter Products Jimmy Fidler (200)	Ford Motor Fred Allen (160)
8:45	"	"	Kaiser-Frazer Newscope (350)	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (146) R	Co-op Meet Me At Parkys (300)	Sterling Drug Man. M-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Texaco Theatre (161)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	"
10:00	"	DeSoto Plymouth Christopher Wells (160)	Voices of Strings S	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (156)	Latin-American Serenade S	Philip Morris Horace Heidt (160)
10:45	"	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. E. Sevareid (21) S	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
6:15	"	In My Opinion	"	
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	F & G Ivory Thomas (74) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Beulah (117)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	* Dinner Date	Miles Labs. News of World (140)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (150) R	Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
7:45	"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	John Hancock Ins. Co. Point Sublime 12/48 (87)	Bromo Seltzer Inner Sanctum (149) R	Falcon S	E. I. duPont Cav. of Amer. (146) R
8:15	"	"	"	"
8:30	Opie Cates Show S	Lipton-Lever Arthur Godfrey (145) R	Pharmaco Charlie Chan (200)	Firestone Voice Firestone (137)
8:45	"	" *	*	"
9:00	On Stage America S	Lever-Lux Soap Radio Theater (152)	Carter Products Gabriel Heatter (370)	Bell Telephone Telephone Hour (148) R
9:15	"	"	Real Stories (10)	"
9:30	Sammy Kaye (176) S	"	High Adventure (350) S	Mars Inc. Dr. I. Q. (128)
9:45	"	"	"	"
10:00	Amer. Cyanamid Buddy Weed Trio (194)	Lever-Swan My Friend Irma (146)	Co-op Fish n' Hunting (42)	Carnation Co Contented Hr. (149)
10:15	Earl Godwin S	"	"	"
10:30	Click Restaurant Orch. S	R. J. Reynolds Screen Guild (155)	Orchestra S	General Electric Fred Waring (160)
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy 6:15-6:20 Music—Liebert 6:20-6:30
6:15	"	Frontier to Science S	"	
6:30	"	Chicagoans S	"	Sketches in Melody S
6:45	"	P&G Ivory Thomas (74) R	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Beulah (117)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs News of World (140)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	W F McLaughlin Manor Hse Time (7)
7:45	"	Campbell Soup Ed. Murrow (149) R	Bayuk Cigars Iaside Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Youth Asks the Government S	Sterling Drug Big Town (148)	Mysterious Traveler S	Philip Morris Milton Berle (141) R
8:15	Chr Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	C P P Tooth Pwdr. Mr. Mrs North (149) R	Official Detective S	Lewis Howe Co Date With Judy (146)
8:45	"	" *	*	"
9:00	"	Gulf Oil We the People (120)	Serutan Co. Gabriel Heatter (156)	Lever Bros. Amos 'n Andy (128)
9:15	"	"	Real Stories (10)	"
9:30	Boston Symphony 10/14 S	Studio 1 S	The Zane Grey Show S	S C Johnson Fibber McGee & Molly (141)
9:45	"	"	"	"
10:00	"	"	Pilot Radio Amer. Forum	Lever Bros. Bob Hope (128)
10:15	"	"	"	"
10:30	It's Your Business (NAM) S	Open Hearing S	Orchestra (251) S	Brown & W'mson Red Skelton (160)
10:45	In the Family (C10)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (223)	World Ns. Rdup John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (27)	"	Story to Order S
9:30	"	"	Tone Tapestries (250) S	Words & Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (228)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (250)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Cameos of Music 10:30-11:00 S
11:00	Fine Arts Quartet S	College Choirs S *	Christian Ref. Ch. Back To God	Voices Down the Wind S
11:15	"	"	Dixie Four Quartet S	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45	"	"	"	Campana Solitair Time (18)
12:00 N	Texas Jim S	Invitation to Learning S	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros. World Front-Ns (19)
12:15 PM	Foreign Reporter S	"		"
12:30	World Security Workshops S	Tell It Again S	Lutheran Hour Dr. W. Maier (265)	Eternal Light S
12:45	World Security Workshop S	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	People's Platform S	Wings Shirts Wm. Shirer	America United S
1:15	Raymond Swing	"	Am. Bird Brod. Am. Warblers (55)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Shady Valley Folks (200) S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill & Libby R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show *
10:15	My True Story (196)	"	Faith Our Time (142) S	"
10:30	Gen Mills Betty Crocker (191) R	Manhattan Evelyn Winters (160) R	Say With Music Willard's Orch. (190) S	P & G Road of Life (150)
10:45	Curtis Co. Listening Post (202)* R	Babbitt David Harum (54)	"	P & G Joyce Jordan (148)
11:00	P&G Break. Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op 'Passing Parade' Nesbitt S	Toni Co. This Is N. Drake (143) N
11:15	Kellogg Co. Break. Hollyw'd (234) R	"	Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (156)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (47)	Phil Morris Hearts Desire	Prud'tl. Ins. Jack Berch (136)
11:45	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (64)	"	B. T. Babbitt Lora Lawton (96)
12:00 N	P&G Welcome Trav. (183)	Gen Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (298)	"
12:15 PM	"	Lever Bros. Aunt Jenny (56)	Serutan (Victor Lindlar 108)	Harkness of Washington S
12:30	To Be Announced	Whitehall Helen Trent (77)	U. S. Service Bands (243) S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (79)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (79)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Red Hook 31 (100) S	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Tommy Bartlett Show (200) S	Co-op News	To Be Announced	Story Shop S
9:15	"	Songs For You S	"	"
9:30	"	"	News R. Hurleigh (95) S	Bill Herson Coffee With Con. S
9:45	"	Saturday's Rhythm S	Helen Hall S	"
10:00	U. S. Navy Band S	Ferry-Morse Garden Gate (158)	Dixie Four S	Frank Merriwell S
10:15	"	Johnson Singers S (29)	"	"
10:30	Piano Playhouse S	Pet Milk Mary Taylor (139) R	Ozark Valley Folks (200) S	Swift & Co. A. Andrews (161) R
10:45	"	"	"	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (147) *	Bill Harrington (166) S	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	The Bosco Co. Land of the Lost 12/11* (36)	Escape S	Say with Music Willard Orch. (190) S	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"		"
12:00 N	Johnny Thompson S	Armstrong Cork Theater of Today (159)	Pan-Americana Starr Orch. (252) S	Barriault Wash. News S
12:15 PM	Facing the Future S	"	Week in Wash. Albert Warner (261) S	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (52)	Proarte Quartet S	Home Is What You Make It S
12:45	"	"	"	"
1:00	Luncheon with Maggi & Herb S	Pillsbury Grand Cen Sta. (129)	Lochn Sardi's Bill Slater (101) S	Allis-Chalmers Nat. Farm & Home Hour (161)
1:15	"	"	"	"

	ABC	CBS
1:30	National Vespers S	Doorway to Life S
1:45	"	"
2:00	Around the World (150) S	CBS Is There S
2:15	"	"
2:30	Co-op Mr. President	Ma. C. Hare S
2:45	"	To Be Announced
3:00	Morrell & Co. Lassie (105)	New York Philharmonic Symphony
3:15	Johnny Thompson	"
3:30	Sammy Kaye S	"
3:45	"	"
4:00	Sound Off S	"
4:15	"	"
4:30	Farnsworth Met Opera Auditions (98)	Eileen Farrell Wm. Hess Adamic's Op S
4:45	"	"
5:00	Treasury Agent S	Juliette Dana Sings S
5:15	"	Wires Co. Here's to Y (84)
5:30	Schutter Cox Counter Spy (109)	Electric Co. Electric Hour (155)
5:45	"	J. C. Harris

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Sketches in Melody S
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
Orch. S	Miles Labs. News of World (128)
Electrical Union Arthur Gaeth	W. F. McLaughlin Manor Hse. Time (7)
Rand Cigars Inside Sports (81)	Pure Oil Co. Kaltenborn (35)
Scarlet Queen (258)	Colg.-Palm-Peet Dennis Day (150) R
"	"
Quiz Please	Kraft Foods Gildersleeve (127) R
"	"
Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (135)
Real Stories (10)	"
Racket Smashers	Bristol-Myers Dist. Attorney (135)
"	"
California Melodies	Am. Cig. & Cig. The Big Story (160)
"	"
Orchestra S	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Men & Books S	"	Sketches in Melody S
"	Chicagoans S	"	Sun Oil Co. 3-Star Extra (33)
"	P&G Ivory Thomas (74) R	"	Liggett & Myers Supper Club (156) R
Co-op Headline Edition (53)	P & G Beulah (117)	Fulton Lewis, Jr. (339)	Miles Labs. News of World (128)
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch. S	Roosevelt Grill Orch.
Rayve Henry Morgan Show	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	Pure Oil Co. Kaltenborn (35)
"	Campbell Soup Ed Murrow (148) R	Bayuk Cigars Inside Sports (101)	General Foods Aldrich Family (140) R
Ellery Queen S	P & G Lava FBI (146) R	Revere Camera Jan.-August	"
Candid Microphone S	"	Holly House S	"
The Clock S	Whitehall Mr. Keen (117) R	Mutual's Block Party S	General Foods Burns & Allen (142) R
"	"	*	"
General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (159)	Serutan Co Gabriel Heatter (156)	Kraft Foods Co. Music Hall (143)
"	"	Real Stories (10)	"
Candid Microphone S	Anchor-Hocking Crime Photog. (145)	Ford Dealers RFD America (200)	Sealtest Village Store (83)
"	"	"	"
Lee Sweetland S	Hall Brothers Readers Digest (157)	The Family Theatre (269) S	R J Reynolds Bob Hawk Show (160)
"	"	"	"
Lenny Herman Quintet S	Campana First Nighter (57)	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Report from UN S	"	Sketches in Melody S
"	Chicagoan S	"	Sun Oil Co. 3-Star Extra (33)
"	P&G Ivory Thomas (74) R	"	Liggett & Myers Supper Club (156) R
Co-op Headline Edition (53)	P & G Beulah (117)	Fulton Lewis, Jr. (331)	Miles Labs. News of World (128)
Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra	"
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (378)	W. F. McLaughlin Manor Hse. Time (7)
"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (104)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (135) R	General Foods Baby Snooks (148) R	Philco Corp. Burl Ives (252)	Cities Service Co. Highways in Mel. (81)
"	"	Alan Dale S	"
Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (146) R	Leave it to the Girls	Colg.-Palm-Peet Can You Top This? (142) R
"	"	*	"
Bristol-Myers Break the Bank (183) R	P. Lorillard Old Gold Show (147)	Noxema Co. Gabriel Heatter (157)	Brown & W'mson People are Funny (153)
"	"	Real Stories (10)	"
Pacific C. Borax The Sheriff (191)	Int. Silver Ozzie & Harriet (149)	Co-op Informa. Please (288)	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris Call for Music (145)	Co-op Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"	"	"
"	Coca-Cola Spotlight Review (157)	U. S. Air Forces Tex Beneke	Colg.-Palm-Peet Sports Newsreel (70)
"	"	"	Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC	
Vagabond S	News S Don Pryor	Orchestra	News Summary S	6:00 P.M.
Betty Russell S	In My Opinion S	"	Religion in the News S	6:15
Sports, N. Y. (107) S	Red Barber Sports Show S	"	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	Orchestra	"	6:45
Museum of Modern Music S	To Be Announced	Hawaii Calls (363) S	"	7:00
"	"	"	"	7:15
Challenge of The Yukon S	Lambert Co Abe Burrows (158) R	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (127)	7:30
"	Hoagy Carmichael S	Danton Walker Hy Gardner News S	"	7:45
Ross Dolan Detective (207) S	Suspense S	Ronson Metal 20 Questions (168)	P & G Life of Riley (137) R	8:00
"		"	"	8:15
General Mills Famous Trials (164) R	"	Keeping Up with the Kids S	P & G Truth or Conseq. (143)	8:30
"	"	"	"	8:45
J. E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me if You've Heard This S	Am. Tobacco Co. Your Hit Parade (162)	9:00
"	"	"	"	9:15
Wine Growers Murder & Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (155) R	What's the Name of that Song (332) S	Colg.-Palm-Peet Judy Canova (141)	9:30
"	"	"	"	9:45
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (76)	Chicago Theatre of the Air (390) S	Colg.-Palm-Peet Kay Kyser (141)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) S	Guy Lombardo S	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Dwrwy to Life S	Alan Lomax S	Chic. Rd. Table S
"	"	"	"
Around the World (50) S	CBS Is There S	Flight Into Past S	RCA Victor Show (153)
"	"	"	"
Co-op President	Gen. C. Harsh S	Co-op Bill Cunningham (210)	Int. Harvester Harvest-Stars (158)
"	To Be Announced	Veteran Wants to Know S (150)	"
Orrell & Co. Classic (105)	New York Philharmonic Symphony S	H. C. Cole Ming Variety Show (100)	Sheaffer Pen Parade (162)
Johnny Thompson	"	"	"
Jimmy Kay S	"	General Foods Juvenile Jury (300)	Stand. Brands 1 Man's Fam (144)
"	"	"	"
Sound Off S	"	General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
"	"	"	"
Unsworth Ogura Ens. (98)	Eileen Farrell, Wm. Hess & Meredith's Orch	Wilmsn Candy True Detective (397)	Musicana S
"	"	"	"
Library Ayer S	Jeanette Davis Sings S	D. L. & W. The Shadow (85)	Ford Motor Co Ford Theatre (163)
"	Wires Co. Here's to You (84)	"	"
Center Cut Center Sq. (189)	Electric Co. Electric Hour (159)	Helbros Watch Quick as a Flash (363)	"
"	A. C. Harsh	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (77)	Quaker City Serenade (227) S	Robt McCormick Co-op S
"	P & G Guiding Light (85)	Ralston Purina Cbd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt Kierman (47)	Gen. Foods 2nd Mrs. Burton (65)	Co-op Queen for Day	Gen. Mills Today's Children (136)
Co-op Ethel & Albert (42)	P & G Perry Mason (86)	Jack Bailey (213)	Gen Mills Women in White (137)
Sterling Drug Bride & Groom (201) R	Marriage For Two S	Martin Block (352)	Gen Mills (2:40 Betty Crocker 137)
"	Manhattan Rose of Dreams (162)	Semler M-W-F	Gen Mills Light of World (58)
Quaker Oats Ladies be Seated (205) R	Campbell Soup Double or Noth'g (107)	Martin Block	P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (144)
Nat. Biscuit Co. Whiteman Club (227)	Gen. Elec. House Party (162)	Pharmaco Song of the Stranger	P & G Pepper Young (144)
R J. Reynolds Co. Whiteman Club	* "	"	P & G Right to Hap'ness (142)
Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (154) R	Co-op Erskine Johnson (340)	Sterling Drug Backstage Wife (143)
Wesson Oil Whiteman Club (180)	" *	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (142)
Treasury Show S	Winner Take All Co-op	Two-ton Baker (352) S	Sterling Drug Lorenzo Jones (142)
Treasury Show S	"	Adventure Parade (210) S	Sterling Drug Y. Widder Brown (142)
Co-op Dick Tracy	American School of the Air S	Hop Harrigan S	Gen Fds When Girl Mar's (76)
Quaker Oats Co. Terry & Pirates (204)	"	Superman	Gen Fds Portia Faces Life (87)
General Mills Jack Armstrong *	Treasury Bandstands S	Capt. Midnight (Wander Co. 115)	Whitehall Just Plain Bill (57)
Derby Foods Sky King *	Miles Lab. Lum 'n Abner (127) R	Ralston Purina Tom Mix (414)	Whitehall Front Page Fa'l (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks S	Borden County Fair (161)	Bands for Bond (273) S	To Be Announced
"	"	Orchestra S	Report Europe S
Texas Co. Metro. Opera (240)	Toni Co. Give & Take (160) R	Orchestra	Music of the Moment S
"	"	"	"
"	Columbia Country Journal S	"	The Veterans' Journal S
"	"	"	"
"	Report From Overseas S	"	Orchestras of Nation
"	Adv. in Science S	To Be Announced	"
"	Cross Section USA S	MacAlester Singers	"
"	"	"	"
*	Treasury Bandstand S	Sports Parade	Doctors Today
"	"	"	"
"	Saturday at the Chase S	Hospitality Club	To Be Announced
"	"	"	"
"	Philadelphia Orch. S	Band S	E. Tomlinson S
"	"	"	Swanee River Boys S
"	"	Shotwell Mfg True or False	Lennie Herman's Quintet S
Dorothy Fuldheim (98)	"	"	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

10:15-11:00 AM Tuesday, Chic. Aluminum Products Co. sponsors Club Time, B over 42 stations. Thursday, 10:15-11:00 AM, The Drackett Co., Dorothy Kilgallen B (161).

5:30-6:45 PM Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.

CBS

11:00-11:05 AM Sat.-Sun., Curtis sponsors W. Seymour News, 141 stations.

5:00-6 PM Bway & Vine Co-op.

7:15-7:30 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 82 stations.

4:55-5:00 PM News.

MBS

8:45-9:15 AM Monday through Friday Peter Paul sponsors Breakfast News.

6:15-6:30 PM Monday through Friday, Appalachian Coals sponsors Alwin Horter, News.

7:15-7:30 PM Sunday through Friday Kraml & Motorola sponsors Billy Rose.

NBC

8:30-10:30 AM Tuesday and Thursday, American Meat Institute sponsors Prof Wiring Show on 110 stations. On Friday, 10:00-10:30 AM, Minnesota Valley Canning Co. sponsors Wiring Show on 100 stations. Wiring is our Middle Name, Well.

5:30-6 PM Thursday, Kraft Foods sponsors Village Store on 83 stations.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

LARGE AND LOW

Clearly, *effective* network leadership must stand on two legs, not one:

1. LARGE AUDIENCES,* yes, but large audiences...
2. AT LOW COST**

For the sound reasons noted in our footnotes below, tough-minded advertisers never ignore the practical relationship between *size* of audience (LARGE!) and *cost* of audience (LOW!).

And by this rigorous standard, *CBS is the most effective network in Radio, today...*

For CBS delivers* LARGE *audiences at the* LOWEST *cost of* ANY *network.

*If you don't get LARGE audiences (when, today, almost everyone, everywhere, is a customer) you miss one of the great advantages of major network broadcasting—and your competitors may be reaching customers you are missing.

**The costs of doing business today make it more important than ever to get LARGE audiences at LOW cost per thousand actually delivered—or can you afford to let your competitors buy customers at less cost than you do?

OPERATION of the "Voice of America" under the Smith-Mundt Bill signed by the President last Tuesday is explained by the co-sponsors on a shortwave broadcast over WRUL Boston to listeners in Europe and Latin America. Rep. Karl Mundt (R-S. D.) at left and Sen. H. Alexander Smith (R-N. J.), right, were interviewed on the broadcast by Walter S. Lemmon, president of the World Wide Broadcasting Foundation

* * *

Big Appropriation For 'Voice' Seen

Truman Signs Smith-Mundt Bill; Co-Sponsors Optimistic

FORECASTS of a greatly increased appropriation for the "Voice of America" were made after President Truman last Tuesday signed the Smith-Mundt Bill authorizing the State Dept.'s foreign information program.

Sen. H. Alexander Smith (R-N. J.) and Rep. Karl E. Mundt (R-S. D.), the bill's co-sponsors, said that they felt Congress would approve the full $50,000,000 being asked for expansion of the "Voice" during the coming year. This is in contrast to the $12,000,000 under which the program is now operating after being cut by the last session of Congress.

The legislators felt that a supplemental appropriation of $6,000,000 also would be approved so that broadcasts can be stepped up immediately instead of waiting for funds to become available when the new fiscal year starts July 1.

Unanimous approval by Congress was viewed by Sen. Smith and Rep. Mundt as an indication of the change of attitude by legislators. One reason for this was thought to be the summer recess visits abroad by Congressmen and the realization that the U. S. was lagging behind in the "war of words."

Maximum use by the State Dept. of private organizations and news facilities in the "Voice" program was emphasized by the co-sponsors. This had been urged in an amendment to the bill by Sen. Joseph Ball (R-Minn.).

The President's final approval climaxed a two-year battle for Congressional sanction of the program. Until now the U. S. has been the only major power which did not have its foreign information program on a permanent basis.

The bill provides for two five-man bi-partisan committees of non-governmental leaders which will advise the State Dept. on operation of the informational and educational phases of the program. Both activities, however, will come under direct control of George V. Allen, recently appointed Assistant Secretary of State.

TV May Drive Aural Radio Out In Next Few Years, Says Eddy

TELEVISION may put aural radio out of business "in the next few years," Capt. William C. Eddy, director of WBKB Chicago, Balaban & Katz video station, told members of the Chicago Headline Club Tuesday night.

"There are only so many advertising dollars, and somebody has to give," the former Navy electronics expert and television pioneer said in an address before 200 newspapermen. "It will be aural radio, not the newspapers, that will give. Many AM and FM stations may go under in the next few years," he asserted.

Capt. Eddy disclosed that publishers of 17 major newspapers "definitely are interested" in a TV newspaper network. [BROADCASTING reported Oct. 13 that seven were taking steps to organize.] "They realize that television soon will be as important to them as their AP or UP wire services," he said.

Pressed for a list of the 17, he could name only nine "prime movers"—*Chicago Tribune, Washington Star, Detroit News, St. Paul Times-Herald, St. Louis Post-Dispatch, New York News, Cleveland Press, Philadelphia Inquirer,* and *Milwaukee Journal.*

(Other newspaper stations now telecasting, for which CPs have been granted, or for which applications still are pending before FCC, are: KLAC-TV Los Angeles, KTTV Los Angeles, KCPR San Francisco, Chicago Sun-Times Co., WHAS-TV Louisville, WBAL-TV Baltimore, WMAR Baltimore, WTCN-TV St. Paul, KGWG Portland, Ore., WCAU-TV Philadelphia, WPEN-TV Philadelphia, Memphis Publishing Co., KCPN Fort Worth, WIOD Miami, WSB Atlanta, WAKR Akron, WKRC Cincinnati, WHIO Dayton, WSAN Allentown, Pa., KRLD-TV Dallas, WJAC-TV Johnstown, Pa., WHP Harrisburg, Pa.)

TV Sales Jump

Capt. Eddy said a late survey by Balaban & Katz indicated 1,000 video sets are being sold in the Chicago area weekly. He predicted that "when this figure gets within the 15,000 to 25,000 bracket, WBKB will start making money. We lost about $500,000 yearly during our experimental years—1940-46—and our annual loss still is more than $250,000. But an anticipated rate increase from $375 to $550 an hour in the next few weeks, and up $1,000 an hour by the end of the year should help materially," he said. The *Chicago Tribune's* entry into the television picture "will cut our market in half, but the *Tribune* also will share our overload," Capt. Eddy pointed out.

WBKB's chief told the newsmen color television is "a long way off." "The investment in television will be tied up in black and white for many years," he said. "Color costs even more in television than it does in newspapers."

Capt. Eddy also observed that:

- Television at disasters helps maintain law and order. (Chicago's mayor, police, and fire officials commended WBKB for "keeping the people at home" during the city's recent tragic gas explosion.)
- Drama or motion pictures never will be popular on television unless shown before large crowds, as "the psychological effect of a mass audience" is necessary.
- TV program directors can "make or break" a station if they exercise poor taste. ("Newspapers can be edited, television can't.")
- Coin - television is "out." ("There'll always be some enterpriser down the street who'll plug in a receiver for nothing, and patrons will desert the place that charges. Phone vision is in the same class as juke-television.")

WLAN to Join ABC

WLAN Lancaster, Pa. is slated to become the 266th ABC affiliate on May 1, the network said last week. The station operates fulltime with 1 kw on 1390 kc.

AFA 10th Dist. Names Johnson to New Position

DIRECTORS of the Southwest (10th) district, Advertising Federation of America, met at Waco, Tex. Jan. 24.

Alfonso Johnson, a two-term past president of the Dallas Advertising League, was named first permanent paid executive secretary for the AFA district, with office in the Dallas Chamber of Commerce Bldg. Student advertising clubs at Southern Methodist U., and U. of Texas, were admitted to associate membership.

Plans were announced for the next Southwest district convention at Fort Worth Sept. 26-28. The newly organized Waco Advertising Club, headed by A. E. Quinn, and local media were hosts.

'Round Table' Brochure

TO EXPLAIN the process by which the *University of Chicago Round Table* operates and to aid educational groups in producing programs of this nature, NBC is distributing a brochure, "Round Table Memorandum," to educational groups and to the trade. Brochure was prepared by George Probst of the U. of Chicago radio office. Attractively illustrated with cartoon drawings, the brochure outlines the history and approach of the program and lists "do's and don't's" for participants.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ is FIRST in PRESTIGE, in COVERAGE, in SERVICE, and in LISTENERSHIP, —and these "FIRSTS", consistently maintained for over 23 years, mean MORE EFFECTIVENESS FOR YOUR ADVERTISING DOLLAR! You'll cover 23.7 per cent of Virginia's buying power! Write us or—

Ask Free and Peters

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC. *National Representatives*

Congratulations

RADIO STATION K·L·E·E

HOUSTON

It was our pleasure to participate in the completion of this new, powerful, 5000 watt, full-time station in providing a "complete package" of quality foundations, ground system, and towers with easy phasing. Congratulations KLEE on your new powerful service for South Texas.

On the site inspection will prove the excellence of our service in the KLEE installation. For your new station or increase in power, our services for complete and rapid installation are always available.

ANDREWS 400 FOOT AM - FM TOWERS - KLEE

CALL — WIRE — WRITE

JOHNNIE ANDREWS TOWER CO. 1421 OAK KNOLL DRIVE, FT. WORTH, TEX.

TELEPHONE 8-3011

NEW! POWERFUL
5000 WATTS – FULL TIME
NOW WORKING FOR YOUR ADVERTISING DOLLAR IN THE SOUTH'S *FIRST* MARKET

FIRST — **ON THE DIAL**

That easy-to-find FIRST position; the habit-forming frequency—610 kc. Promotion attracted FIRST listeners—programs keep them there.

FIRST — **IN STUDIOS**

No finer anywhere—by far the finest in Houston and South Texas. "Cylindrical-Wall" studios designed by world famous Dr. C. P. Bohner.

FIRST — **IN PROGRAMS**

Programs tailored for OUR listeners' preferences in OUR primary area. Planned programming 18 hours a day.

FIRST — **IN TRANSMITTERS**

The only complete Westinghouse installation in South Texas—the finest available. 400 foot towers especially designed by Johnnie Andrews Tower Co.

NOTE TO TIME BUYERS—

We have some choice availabilities now. Your early inquiries invited. Call—wire—write:—or contact our National Representatives - PAUL H. RAYMER CO., INC.

HOUSTON

KLEE

5000 WATTS

610

W. ALBERT LEE, Owner

RAY BRIGHT, Gen.-Mgr.

MILBY HOTEL, HOUSTON

FM SOON—TELEVISION APPLICATION PENDING

WMT Farm Radio Grant Is Offered to Students

ONE THOUSAND-dollar scholarship for a junior at Iowa State College who is interested in specializing in farm radio will be continued this year under a grant established by WMT Cedar Rapids. Announcing the continuation, Charles E. Friley, president of the college, said, "This type of assistance to young people is one of the most valuable yet developed."

The student selected receives practical training in radio during the summer months working in the WMT Farm Service Department. In the fall, he returns to college for his senior year and acts as the station's representative and correspondent providing interviews and farm stories on research at the college. Dixon Harper was the 1947 winner of the scholarship, and will finish his college training in June.

CBS Protests Ruling

CBS said last week that it has protested to Secretary of Defense James Forrestal and to General Douglas MacArthur on the recent ruling which denies correspondents in Japan the issuance of round trip orders for assignments outside the area in the Far East command. CBS indicated the ruling may also compel correspondents to reliquish billets assigned them when they temporarily leave the area.

Management

PAUL W. MORENCY, general manager of WTIC and WTIC-FM Hartford, Conn., and vice president of The Travelers Broadcasting Service has been named a director of the corporation. He will continue as general manager of the stations.

FRANCIS X. McNERNEY, former promotion director of WTOL Toledo, Ohio, has been appointed general manager of WABJ Adrian, Mich.

KEITH B. COLLINS, manager of KMJ Fresno, Calif., for over ten years, has been named manager of KFBK, another McClatchy Broadcasting Co. station in Sacramento. He succeeds **LEO RICKETTS**, who has joined KECA Hollywood, as commercial manager. Mr. Collins has been with the McClatchy organization since January 1934, when he joined KERN, McClatchy's outlet in Bakersfield.

Mr. Collins

CARL J. BURKLAND, general manager of CBS Radio Sales and, until recently, general manager of WTOP Washington, has been awarded a testimonial scroll by Washington Board of Trade. Mr. Burkland was honored with surprise ceremony at general membership meeting of Board of Trade, on occasion of his leaving Washington to take his new position with CBS in New York.

H. STILWELL BROWN, former sales manager of WHCU Ithaca, N. Y., has joined Rural Radio Network Inc., Ithaca, as assistant to the general manager.

LYMAN G. BLOOMINGDALE has been elected vice president of Metropolitan Broadcasting & Television Inc., operator of WABF (FM) New York and W2XMT (television).

C. RICHARD EVANS, chief engineer of KSL Salt Lake City since 1943, has been appointed assistant manager of the station. Mr. Evans has been with KSL since 1937. He was assistant chief engineer in 1942 when he took leave of absence to work as project engineer in Div. of War Research at Columbia U., New York. He returned to KSL in 1943 and took position of chief engineer.

Mr. Evans

CHARLES E. BELL, formerly with WIS Columbia, S. C., has been named general manager of WRNO Orangeburg, S. C.

M. JACQUES LACOUR-GAYET, deputy chairman and managing director of Radio Luxembourg, and **M. R. L. PEULVEY**, general manager of Radio Luxembourg, arrived in New York from Paris last week.

JOHN PATTISON WILLIAMS, president of Transcription Sales Inc., and executive vice president and general manager of WING Dayton and WIZE Springfield, was named "Dayton's outstanding young man of 1947" by Dayton Jr. Assn. of Commerce. He also was named one of five "outstanding young men of Ohio" by Ohio's Jr. Chamber of Commerce in Columbus.

CHARLES CRUTCHFIELD, general manager of WBT Charlotte, N. C., has been appointed president Salvation Army advisory board.

ROBERT REYNOLDS, KMPC Hollywood vice president and general manager, has been elected to board of directors of Hollywood Boys Club.

COL. KEITH ROGERS, owner of CFCY Charlottetown, P.E.I., has recovered sufficiently from a heart attack to be back at his desk a few hours daily.

JAMES M. MORONEY, vice president and secretary of WFAA Dallas, has been elected president of the Dallas Country Club.

XAVIER GUILLAUME, a war refugee who joined the Boy Scouts of America since arriving in this country, presents a plaque to William S. Hedges, vice president of NBC and president of the Radio Executives Club of New York. Presentation was made last month at a luncheon meeting of the REC, in recognition of the support rendered by the club and the radio industry to the Boy Scouts. Plaque will be placed on one of the cabins at the Boy Scouts Camp at Alpine, N. J.

CBC Will Hold Regional Meets; First Feb. 9-10

REGIONAL MEETINGS with stations of Trans-Canada and Dominion networks will be used next month by network officials of the Canadian Broadcasting Corp. in place of the former annual spring meetings of all network stations at Montreal. Meetings start with Atlantic region network stations comprising those east of Sherbrooke, Que., who meet at the Brunswick Hotel, Moncton, Feb. 9 and 10. Quebec and Ontario stations meet at Toronto (place not yet known) Feb. 16 and 17. Western stations, comprising those of the four western provinces will meet at the Palliser Hotel, Calgary, Feb. 23 and 24.

Attending the meetings for CBC will be A. D. Dunton, chairman of the board of governors; E. A. Weir, commercial manager; George Young, station relations; Bud Walker, manager, Dominion network; Harry J. Boyle, manager, Trans-Canada network. Meetings are being arranged to settle any problems of individual stations.

Course in Ad Reference Sources Starts in N. Y.

FOR THE FOURTH consecutive year a course in advertising reference sources is being conducted in New York by Delphine V. Humphrey, McCann-Erickson librarian, under the sponsorship of the Advertising Group of the Special Libraries Assn. Course starts in the McCann-Erickson offices Tuesday evening, Jan. 27.

The schedule of remaining class meetings and the chief librarians who will conduct the lecture discussions are as follows:

Feb. 3, Katharine D. Frankenstein, BBDO; Feb. 10, Olive Kennedy, National Electrical Mfg. Assn.; Feb. 17, Ida M. Meyer, U. S. Department of Commerce; Feb. 24, Angelo Venezian, McGraw-Hill Publ. Co.; Mar. 2, Marguerite Burnett, Federal Reserve Bank of New York; Mar. 9, Cara Haskell Vorce Hanley, Hicks & Montgomery; Mar. 16, Caroline Aber and Fannie Simon, McCall Corp.; Mar. 23, Rita Allen, Newell-Emmett Co.; Mar. 30, Mary Ethel Jameson, National Industrial Conference Board.

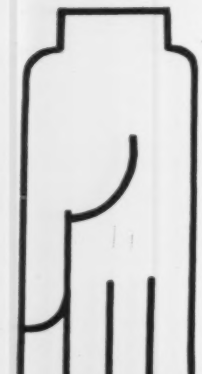
New Law Firm

FORMATION of a partnership for the general practice of law in Washington, D.C., under the firm name of Barnes & Neilson has been announced by Maurice R. Barnes and Preston M. Neilson. Mr. Barnes formerly was senior attorney with FCC and recently has been associated with the Washington law firm of Spearman and Roberson. Mr. Neilson previously was with a New York law firm, Cravath, de Gersdorff, Swaine & Wood. New firm, whose offices will be in the Munsey Bldg. in the capital, plans to specialize in radio and communications matters.

Mr. Barnes

USE

WNJR..and



you hold NORTH JERSEY in the palm of your hand

5000 WATTS
1430 KILOCYCLES

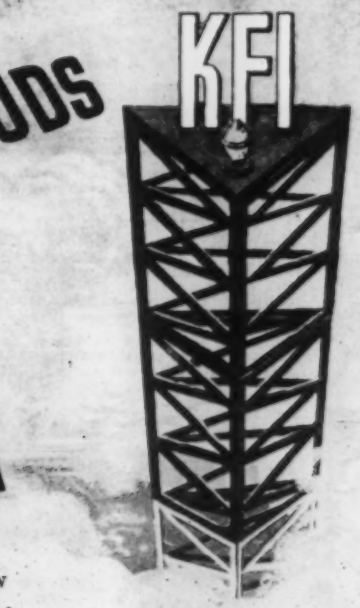
Otis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.

the radio station of the
Newark News

HEAD IN THE CLOUDS

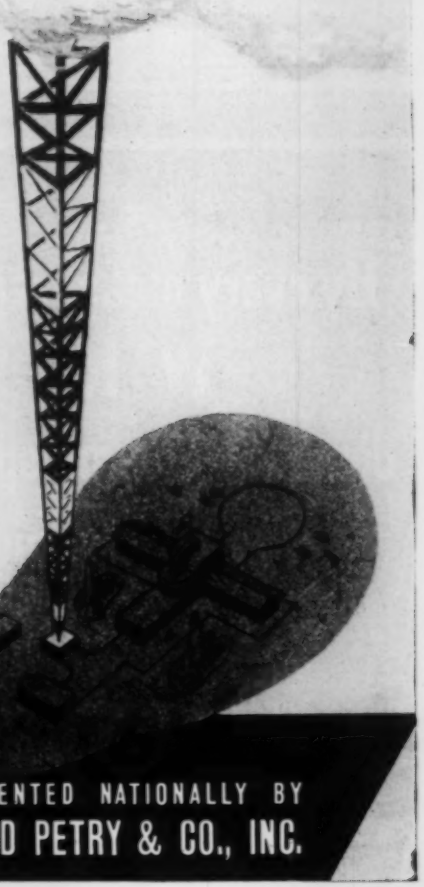
KFI

750 FEET!



In Buena Park, California, our new 750-foot vertical antenna just completed literally puts us "way up in the clouds" for a better signal . . . even greater coverage of the Pacific Southwest. It's keeping abreast of the latest electronic advancements and developments in AM, FM and TV that enables us to bring . . . the finest facilities . . . the best all-around broadcasting . . . to the Pacific Southwest. Keep your eye on KFI . . . we keep our ear to the ground.

EAR TO THE GROUND



KFI

NBC FOR LOS ANGELES
640 KC CLEAR CHANNEL
50,000 WATTS

Earle C. Anthony, Inc.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION
in MADISON
the Capitol City
10,000 Watts
1070
on your dial
WKOW
AFFILIATED M. B. S.
MADISON 3, WISCONSIN
HEADLEY-REED COMPANY

Commercial

TOM LYNCH has resigned from Donahue & Coe, New York, to join WMCA New York, as an account executive, effective Feb. 2. Before his association with Donahue & Coe, he was with Grant Adv. and William Esty & Co., both of New York. He was president of New York Radio Executives Club in 1942, and during year was a member of NAB's Time Buyers Advisory Committee.

FORREST H. BLAIR has been named general sales manager, and DONALD A. DAHLBERG has been appointed sales promotion manager of KOIL Omaha. Mr. Blair has been with Central States Broadcasting Co., owner of KOIL and KFOR Lincoln, since 1943 as national

Mr. Blair

Mr. Dahlberg

advertising manager of the two stations. In his new position with KOIL he will continue to represent KFOR in national field. Mr. Dahlberg formerly was publicity and promotion director of Omaha Coliseum Corp. for three years. His new duties involve both national and local sales promotion.

TRUMAN MORRIS, formerly with WCMI Ashland, Ky., has joined WHTN and WHTN-FM Huntington, W. Va., as commercial manager. He succeeds JOHN ROY WOLFE Jr., who has joined WSRS Cleveland Heights, Ohio, as a salesman. Mr. Morris is the father of a girl, Mary Kisha, born Jan. 11.

HARRY SEVERANCE, promotion manager of WGTM Wilson, N. C., has been named head of station's newly-created sales-promotion department. In this position he will work with Weed & Co., national representative for WGTM, in coordinating spot advertising business. MRS. HARRIET FULGHUM will assist Mr. Severance. P. O. BARNES, former advertising manager of Wilson Daily Times for 20 years, has taken over WGTM local sales department effective Feb. 15. MRS. LINDA B. THOMAS, who has served as Mr. Barnes' assistant for past six years, has also joined WGTM.

CHARLES H. COWLING and HOWARD A. YOUNG have been appointed Los Angeles and San Francisco managers, respectively, of Western Radio Adv. Inc., station representative firm. Mr. Cowling succeeds ED SOIK, who resigned to return to newspaper publishing business. Mr. Young replaces PURNELL H. GOULD, who resigned to apply for station in Monterey, Calif. Mr. Cowling previously was Detroit manager of Headley Reed Co. Western Radio also has announced shift of its San Francisco office to 46 Kearney St.

JOHN F. COLE has been appointed manager of Detroit office of John H. Perry Assoc., national representative firm. Mr. Cole was employed by CKLW Detroit in sales department, and previously was connected with Scripps-Howard newspapers for 25 years.

W. S. GRANT Co. has been appointed national representative for WSKI Montpelier-Barre, Vt.

RADIO ADV. Co., station representative, announces change of its name to ROBERT MEEKER Assoc. Inc. Personnel, station list, offices and telephones will remain the same, with ROBERT D. C. MEEKER remaining general manager. Firm has offices in New York, Chicago, Los Angeles, Philadelphia and San Francisco.

GLEN W. TRAVIS, former commercial manager of WTMC Ocala, Fla., has been appointed commercial manager of KREL Goose Creek, Tex.

LORENZEN & THOMPSON has been appointed to represent WINK Ft. Myers, Fla.

JOHN KROSIER, former assistant advertising manager of Western Farm Life magazine, has joined sales department of KMBC Kansas City.

JOSEPH HERSHEY McGILLVRA Inc. has been appointed national representative of WKAX Birmingham, Ala.

NELSON JOHN BOSWELL, formerly with Sunbeam Corp., Chicago, has joined sales department of WBBM Chicago.

CHARLES RYDER, auditor of CBS Western Division, has resigned effective March 1 to open his own business management office at 6606 Sunset Blvd., Hollywood.

J. EDWIN MILLER, assistant commercial manager of KTAR Phoenix, has been elected president of Phoenix Advertising Club.

EDWARD LLOYD Jr., sales representative of WEEI Boston, is the father of a girl, Susan Louise.

JAMES A. MOUNT, sales manager of KXL Portland, has been elected president of Oregon Advertising Club for 1948.

WIBG-FM On the Air

PHILADELPHIA'S newest FM outlet, WIBG-FM, was scheduled to take the air today (Feb. 2) on 94.1 mc with a daily program schedule from 3-9 p.m. The program day will be lengthened, however, with the start of the baseball season to allow airing of the full schedule of both day and night games of the Phillies and Athletics. Programming will be handled by the WIBG staff, headed by Edward D. Clery, general manager.

Symphony Series Will Be Sustainer

ABC to Carry Detroit Orchestra Despite Loss of Sponsorship

ABC last week announced it would continue to carry the Detroit Symphony's Sunday evening hour (8-9 p.m., EST) as a sustainer following the cancellation of sponsorship by *Musical Digest*.

Musical Digest, owned by Henry H. Reichhold, who is also president of the Detroit Symphony, cancelled the program because of difficulties with the AFM, according to Mr. Reichhold. Mr. Reichhold's explanation was read on the Jan. 25 broadcast of the symphony—the last under sponsorship of *Musical Digest*.

"Conditions in the world of music and musicians are so unstable," Mr. Reichhold said, "that it would be impractical to enter into contracts with the networks for radio time or for the services of the players of the Detroit Symphony Orchestra, all of whom are members of the American Federation of Musicians."

Mr. Reichhold foresaw the possibility of "a strike which would prohibit our orchestra members from playing music on the network" and said that "even though the strike may not take place, you can well understand that a large organization such as the Detroit Symphony Orchestra cannot operate on a day-to-day or an hour-to-hour basis."

He also referred to the AFM ban against recordings, a restriction with he said "precludes one of my proposed projects in connection with these broadcasts." Although he did not amplify this, it was understood in New York that Mr. Reichhold had hoped to make recordings for the Vox Record Co., which he also owns, from the broadcast performances of his orchestra.

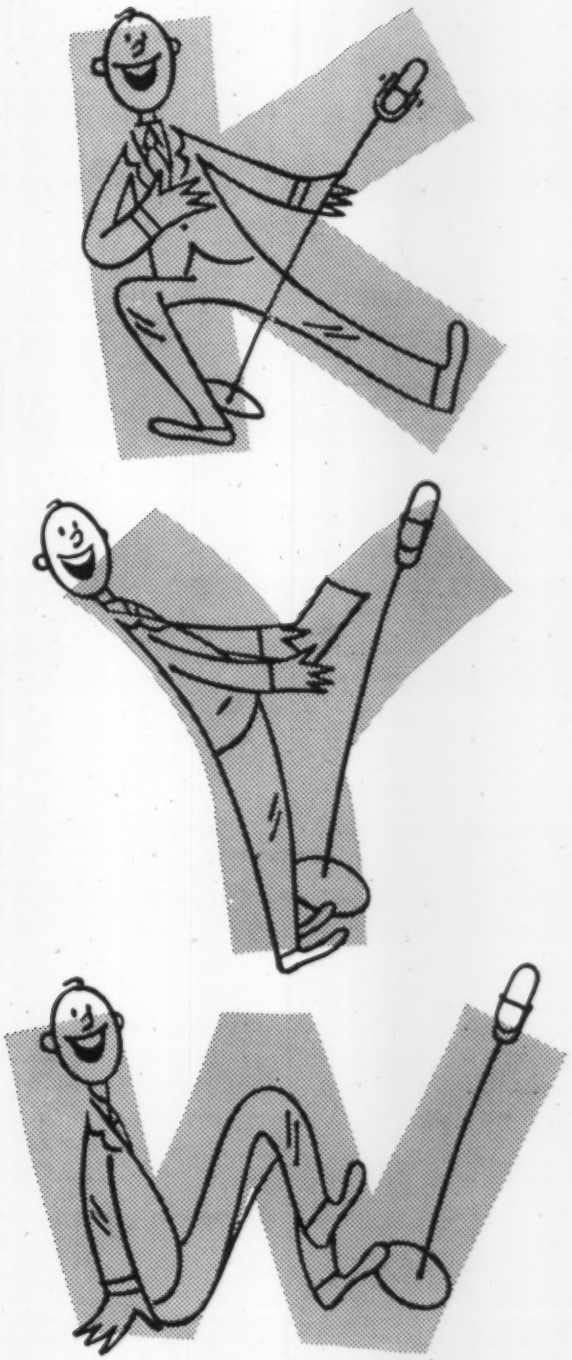
Revere Camera 52-Week MBS Segment Renewed

REVERE CAMERA CO., Chicago, has renewed for 52 weeks its weekly 8-8:15 p. m. (EST) segment on Mutual effective Feb. 12, Ade Hult, MBS vice president in charge of Midwest operations, announced last week. The network simultaneously confirmed the company's replacement of the *Jan August Show* with a new variety program beginning March 11 [CLOSED CIRCUIT, Jan. 19].

Thursday evening show will feature singers Marion Hutton and Andy Russell, the Pied Pipers vocal group, and a musical organization as yet unannounced (probably the Ernie Felice Quartet) and will originate in Hollywood. Eventually, it was also disclosed, the program may be expanded to half an hour.

Mr. August's 56-week contract expires March 4. Agency is Roche, Williams and Cleary, Chicago.

★
By every measurement
WTIC
dominates the prosperous
Southern New England
Market
★
Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.



is the
Philadelphia Station with
PERSONALITY

Personality!

THAT'S what builds and holds listenership for any radio station. And in the Philadelphia area.. the nation's third market.. there is a station with personality *plus*. It's KYW, whose facilities and programming have built for it a personality that's increasing both listenership and *sales* for spot advertisers.

If your aim is to impress an all-around audience, the KYW personality can help you make friends and influence sales.

For example, the KYW morning "musical clock" is doing a magnificent job for several spot-advertisers.. among them Gadget-of-the-Month Club. In this connection, read the following excerpt from a letter recently received from Davis-Harrison-Simmons, of Los Angeles, the Club's advertising agency:

> **KYW has shattered every single record of productivity ever established by any radio station we have used to date, anywhere in the United States .. has hammered the cost per inquiry down to the lowest figure yet obtained. KYW is a must for this agency for all clients wishing to sell the Philadelphia market.**

To Mr. Don L. Davis, thanks for the kind words. We're sure that the KYW personality can be equally effective for other advertisers. See our Sales Department, or NBC Spot Sales, for costs and availabilities on KYW, Philadelphia's 50,000-watt NBC affiliate.

WESTINGHOUSE RADIO STATIONS INC

WBZ · WBZA · KDKA
WOWO · KEX · KYW

National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters

ANOTHER WCKY SUCCESS STORY!

SOUTHERN FARMER MAGAZINE is using the WCKY Jamboree for the second successive year, to secure subscriptions by mail. Last year, WCKY delivered over 250,000 subscriptions for Southern Farmer.

This year, WCKY is obtaining even more subscriptions for Southern Farmer. For instance, during the 2½ weeks—December 22nd to January 9th—WCKY pulled 47,401 pieces of mail for Southern Farmer, each containing $1.00 for a subscription. The advertising cost for securing these subscriptions was 9c each.

Investigate WCKY's famous Jamboree program, which our direct mail advertisers tell us is the biggest mailpull program on the air.

INVEST YOUR AD DOLLAR WCKY'S-LY

JOIN THE PARADE OF NEW ACCOUNTS ON WCKY!

During the past 30 days, the following accounts have been added to WCKY's long list of satisfied advertisers:

BLUEBONNET MARGARINE
PURITY BAKERIES
20TH CENT. FOX FILMS
U. S. ARMY
CHEF BOY-AR-DEE SPAGHETTI
J. B. WILLIAMS
VIRGINIA DARE WINES
BALTIMORE & OHIO RAILROAD
KAISER-FRAZER
PROVINCE OF QUEBEC
KILMER & COMPANY
APPALACHIAN COALS
BLOCK DRUG COMPANY
S.O.S. PADS
CHURNGOLD CORP.
FLOYD & COMPANY
DOUBLEDAY & DORAN
CROSSETT CO.

During the past 30 days, these accounts have renewed on WCKY:

AJAX CLEANER
CONTINENTAL BAKING CO.
COLUMBIA RECORDS
J. & F. SCHROTH PACKING CO.
C. F. MUELLER CO.
COLGATE DENTAL CREAM
SUPER SUDS
CHASE & SANBORN COFFEE
PATRICIA STEVENS
GUARD'S COLD TABLETS

The above accounts are now associated with this list of advertisers, who have been with WCKY since block programming was instituted:

MGM-LOEW'S INC.
BLONDEX SHAMPOO
PLOUGH SALES CORP.
HUDEPOHL BREWING CO.
EX LAX INC.
HOUSEHOLD FINANCE CO.
RICHMAN BROS.
YOUR HOST GUIDEBOOK
4WAY COLD TABLETS
HARTZ MOUNTAIN PRODUCTS
LYDIA GREY TISSUES
DR. CALDWELL INC.
RU-EX
NEW YORK TECH. INST.
PARADISE WINES
BULOVA WATCH COMPANY
HALO SHAMPOO
PETRI WINES
CARLETON & HOVEY
ALMS & DOEPKE
MONTICELLO DRUG CO.
LATIN QUARTER
BC REMEDY CO.
FOSTER MILBURN CO.
CINCINNATI GAS & ELEC. CO.
WORLD SCOPE ENCYCLOPEDIAS
NATIONAL CARPET COMPANY
STILLE & DUHLMEIER FURNITURE CO.
BAVARIAN BREWING CO.
BRUCKMANN BREWING CO.

FOR HIGH RATINGS AND LOW COST, BUY WCKY. CALL RALPH E. McKINNIE AT WCKY'S NEW YORK OFFICE—ELDORADO 5-1127, OR CHAS. H. TOPMILLER AT CINCINNATI, CHERRY 6565.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Chairman Coy's Baptism

WAYNE COY's Senatorial baptism, which preceded the unanimously favorable Interstate Commerce Committee report on his and George Sterling's nomination for FCC membership, answered a host of questions as to the manner of man at the helm of radio officialdom.

The strafing fire of a Senatorial committee has instilled fear and trepidation in the heart of many a Washington bureaucrat. Mr. Coy ran the gauntlet with the ease and grace of a seasoned campaigner.

After his personal appearance, along with Mr. Sterling, Chairman Coy was the recipient of a sheaf of written questions from Senator Tobey. They were pithy and sharp, and one—relating to censorship—was, to say the least, leading. He answered them forthrightly and, we assume, in a manner satisfactory to the committee, for unanimous approval ensued.

How does Mr. Coy stand on censorship, into which are inextricably interwoven such matters as the Blue Book and FCC control over programming and business practices? Part of the answer came to Senator Tobey's question about a change in the law "to make certain . . . that radio stations are operated in the public interest."

As you will read elsewhere in this issue, Mr. Coy feels there should be no rewriting of the law as suggested by "certain interests" so as to "deprive the Commission of the authority to review the overall program operations of stations."

Implicit in Mr. Coy's position is opposition to NAB President Justin Miller's unrelenting campaign for press-radio parity. Judge Miller has said his end can't be achieved in a year or a decade, or perhaps even in a life-time.

Mr. Coy's position doesn't tear radio ranks asunder, despite his four years as a broadcaster (operating WINX Washington) preceding his appointment. Maybe his view has always been that which he now expresses. But we have detected over the years that something invariably happens in the transition of a private citizen to high Government office. The most rugged of the individualists who moved into public life during the war became more ardent bureaucrats than the career men.

And we don't condem any officer of Government for any metamorphosis in philosophy. Government cannot be effective if it is namby-pamby or innocuous. Good regulation grows out of interchange of views and, eventually, compromise.

We see disagreements ahead. They are historic among regulators and those regulated. Having been on the radio firing line in an excruciatingly competitive market, Mr. Coy knows practical operating problems.

We venture Mr. Coy does not go along with the cock-eyed notion that a station which is 80% commercial can't perform adequate service. We venture further that he knows there are stations practically sold out that are pillars of their community life, while others that may be 50% sustaining may do an abysmally inadequate job.

The Blue Book has been laid to rest by court mandate. We doubt whether Mr. Coy will want to see it imbued with new life during his stewardship, now off to as good a start as any of us had any right to expect.

Clock-Time Ahead

FOR most folks, as George Gershwin's Bess pointed out, summertime is when the livin' is easy. But Bess didn't have radio in mind.

For many radio advertisers, their agencies and broadcasters, most summers have been one big headache five months long. With daylight saving time prevailing in some parts of the country, double daylight in others, and standard time in the rest, network affiliates have had to juggle program schedules with the nimbleness of a Ringling Bros. sea lion nosing a balloon; and still they have lost revenue and listeners.

This year it looks as though all the major networks are going to do something come summer to keep their programs arriving locally at accustomed local hours and their listeners from suffering the frustrations of searching for shows that aren't in their proper places. The widespread use of recorded repeats, which some networks would adopt reluctantly, should alleviate those summer doldrums.

ABC last year used such a system on a great majority of its shows and found it so successful that it intends using it again. It seems reasonable that other networks would find it equally profitable.

The ultimate solution for this vexing problem, of course, is a standardization of time in all parts of the country. In the absence of that happy eventuality occurring in the foreseeable future, the delayed broadcast technique seems the best interim means.

Assuming that clearance for such a project may be had from unions and the costs of delaying broadcasting kept to a reasonable figure, less, certainly, than the losses suffered by affiliates in past years, network affiliates may find this summertime more to their liking, more like the one that Bess sang of, "When fish were jumpin' and the cotton was high."

Youth & Radio

THERE WAS SOMETHING wholesome and inspiring in the events in Washington last week climaxed by the "Voice of Democracy" Awards to the four high school girl winners of the National Radio Week contest.

Following a whirlwind tour of official Washington, and a visit with President Truman, the teen-agers received from the hands of Attorney General Clark the certificates and the $500 scholarships merited by their five-minute essays "I Speak for Democracy." They were selected from among 20,000 contestants.

Here was American youth in action. Here was a depth of reasoning and of appreciation of our greatest heritage; the foundation of our democracy.

It was fitting that America's radio joined with the Junior Chamber to make this competition possible, and to give it voice via transcriptions in every school in the land. For American radio is on the freedom firing line, and it is America's youth that will be called upon to defend the most precious legacy of our Founding Fathers in the generations just ahead.

We congratulate the gifted winners who now launch their collegiate careers with radio's well-wishes. And we congratulate those who had the vision and foresight at NAB, RMA and the Junior Chamber, to launch this useful and stirring competition. Let it become an annual event, as part of National Radio Week, to enable American youth to keep uppermost always the priceless inheritance of our democracy.

Our Respects To—

LOUIS PHILLIPPE LALONDE

WHEN YOU take the elevator at 980 Ste. Catherine Street West, Montreal, to visit Louis Philippe Lalonde, managing director of CKAC, you will find a knowledge of French handy but not necessary. The elevator man speaks French, and so do most of the passengers, who are as a rule very talkative. The inquiry girl on the fourth floor asks you in French whom you want to see. When you reply in English, you'll find she is as much at home in your language as she is in hers.

There is something different about the atmosphere of CKAC as compared to most broadcasting stations. You feel, somehow, that you are in a foreign country, in a radio station which has problems different from those of other stations. And when you are welcomed by Phil Lalonde and get to talking, you find that CKAC and other French-language stations have a different story to tell than most English-language stations.

Phil Lalonde is widely known throughout Canadian broadcasting, and is also well-known to many broadcasting executives in New York, for CKAC has long been a CBS outlet and was Canada's first French-language station. It celebrated its 25th anniversary recently. Mr. Lalonde knows broadcasting. He came up the hard way, from announcer to manager. He has seen every phase of the operations of a station, can double in any capacity, for he has been engineer and messenger, salesman and news editor, sportscaster and continuity writer.

Mr. Lalonde has been CKAC manager for 15 years. He has made it the leading French-language station in the Dominion, especially from the standpoint of program origination. His background of various jobs on the station has helped him in lining up more live talent French programs than any other station in Canada. He has been a leader in pointing out to sponsors that it is not sufficient to translate an English-language program into French, but that it is necessary to build an entire French program to cater to the tastes of the predominantly French-Canadian population of Montreal and its environs. Proof of his success is the number of high-class French shows which originate at CKAC and which are piped to or recorded for other French-language stations in Canada.

While the average broadcasting station can take recorded or network programs, Phil Lalonde in using such programs must have all announcements and all continuity go out in

(Continued on page 48)

Take The Guess Out of Buying with WOV's 5 Audited Audiences

WE MIGHT HAVE SAID "PEDIGREED" AUDIENCES instead of "Audited" Audiences. Basically, they mean the same—knowledge of who listeners are. That's exactly what WOV knows about each of 5 Audited Audiences...where listeners live and shop; what they earn, spend and buy; what they like and dislike—vital data on specific listening groups...the result of penetrating, accurate and continuing listener surveys. Audited Audiences, WOV's new and more intelligent approach to the sale of radio time are available to you upon request. Ask us for the facts that will help you to TAKE THE GUESS OUT OF BUYING.

WOV's Pantry Survey...new—accurate—informative, showing the sales acceptance of 365 items in 37 different classifications is now available to any advertiser or agency upon request.

Ralph N. Weil General Manager John E. Pearson Co., National Representative

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

YOUR NEW
CHEVROLET or BUICK
STARTS HERE!
600KC
FLINT — WORLD'S SECOND AUTOMOBILE CITY
NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE
600 KC
CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184
WTCB
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

Respects

(*Continued from page 46*)

French. Very little English is heard on CKAC.

His development of French-language shows of all types pays off for CKAC. Covering an entire wall in his office is a big blackboard. It is divided into days and quarter-hour periods for each day of the week. On the board are the names of all the sponsored shows, so that he has a full view of the week's operations. That the board is well-filled with commercial programs speaks volumes for the station's programming.

Joined CKAC in 1929

Life has been no holiday for Mr. Lalonde, even though he was born on a holiday, July 14, 1900, when all good Frenchmen celebrate Bastille Day. He went to school in Ste. Anne de Bellevue, Montreal suburb, where he was born, and to high schools and college in Montreal and Sherbrooke, Quebec. After completing his studies he took a good look at the business world before getting into radio. He was in turn a waiter, saxophone player, band leader, hardware clerk, bank clerk, office clerk, lumber salesman and automobile salesman. Then in 1929 he came knocking at the door of CKAC, and was hired as a bilingual announcer. At that time CKAC was still only a promotion medium for the daily *La Presse*, which still owns the station. Since he first entered CKAC the station has become an entity of its own and an important medium in the French-Canadian world.

Had Multiple Duties

In his early days at CKAC Mr. Lalonde did everything from selling to acting as m.c. His versatility and his eagerness soon brought him promotion to the job of chief announcer. A year later he became program director. In 1931 he became assistant manager, and decided it was time to get married. He managed to sneak in two days for his honeymoon, instead of the two weeks he had hoped for.

Two years later he became manager of CKAC with the resignation of Arthur Dupont, who went to the then newly formed Canadian Radio Broadcasting Commission as commercial manager for Quebec, and is now owner of CJAD Montreal. Mr. Lalonde's first big move as CKAC manager was to go to New York and get an affiliation with CBS on a 16-hours-a-day basis.

Genial, quiet and soft-spoken, Phil Lalonde has been a driving force in Canadian broadcasting circles. He has been president a number of terms of the Quebec Broadcasters Assn. and is a director of the Canadian Assn. of Broadcasters. He is constantly endeavoring to improve French-Canadian broadcasting and to further development of French-language talent.

He spends most of his waking hours at CKAC. When he takes time out to relax he likes to play tennis and golf or to go fishing and swimming with his wife, the former Mariette Daveluy, and his 13-year-old daughter, Joanne. In winter he likes to get away for a weekend of skiing in the hills outside Montreal.

Cooke Summoned

JACK K. COOKE, president of CKEY Toronto, and of *New Liberty Magazine*, Toronto, along with Ottawa writer Harold Dingman, have been summoned to appear before an Alberta court on charges of conspiracy to publish a defamatory libel. Charges grew out of an article published in the magazine for Dec. 27 on "Babies For Export." The Ontario Supreme Court upheld the rights of the Alberta government to summon Messrs. Cooke and Dingman on the charges, a rare charge in Canada, and one interpreted as challenging the freedom of the press.

WRITERS GET CHANCE

Show on KOMO Puts Original Play Material to Test

NEW KOMO Seattle program, *Tryout Theatre of the Air*, is accepting experimental scripts from budding playwrights in all parts of the country. The program's volunteer personnel, drawn entirely from Seattle, work closely with the professional producing and directing talent of KOMO, the station reports.

Chairman of the board of the radio venture is Mrs. Raymond B. Allen, wife of the U. of Washington president, who says the purpose of *Tryout Theatre*, patterned after the stage version of the same name, is "to bring original dramatic material to the greatest of all tests—the audience test. The plays, like the radio scripts, are unfinished products, which can be changed and developed." Listeners are invited to send in comments on the amateur productions.

Michael Hogan and Ted Simpson, both members of U. of Washington faculty, are in charge of production and scripts, respectively. The show, heard Monday evenings and first aired Jan. 12, originates in KOMO's new studios.

* * *

Mrs. Allen stands before reception room mural in new KOMO studios.

News

FRED HESSLER, former announcer writer and producer with KLAC Hollywood and Armed Forces Radio Service, and before that sportscaster on Wisconsin network, has joined KGER Los Angeles, as sports editor.

JOHNNY GRANT, former conductor of "Johnny On The Spot" on WINS New YORK, has joined KGIL San Fernando, as special events director.

DENNIS JAMES, sportscaster on WABD New York, DuMont video station, has been named chairman of the television section of the March of Dimes Sports Committee.

AL PARLIN, former newscaster of WHKC Columbus, Ohio, has joined WTOL Toledo, as newscaster for Standard Oil Co. news programs.

CHARLES SARJEANT, day editor of WCCO Minneapolis newsroom, has been named editor of the Minneapolis "Jaycee," monthly publication of the Minneapolis Jr. Chamber of Commerce.

HENRY WHEAT, former newscaster and writer at KSEK Pittsburg, Kan., has joined news room of KFRM, rural affiliate of KMBC Kansas City.

GEORGE NORWIG, former director of sports at WTIK Durham, N. C., has joined WCSC Charleston, S. C. Mr. Norwig will specialize in news, sports and special events at WCSC.

ANTHONY MAUCLONE has been appointed news editor of KYAK Yakima, Wash.

REM WILSON has been appointed news editor of WPDQ Jacksonville, Fla., replacing **STEVE FISHER**.

BILL O'DONNELL, former sports writer and commentator with New York Times, New York Enquirer, Utica Observer-Dispatch and other newspapers, has joined WIBX Utica, N. Y., as sports announcer.

DEL BELFLOWER, disc m.c. of KFDA Amarillo, Tex., has been transferred to news staff. Mr. Belflower previously was with KPDN Pampa, and KGNC Amarillo, Tex.

ELVON ORME, former part-owner of a Salt Lake City newspaper, has been appointed director of agricultural broadcasts of KSL Salt Lake City, Utah.

NICK STEMMLER, formerly with WSYR Syracuse, WBEN Buffalo and WAGE Syracuse, has joined sports staff of WRUN Utica, N. Y.

LES JACKSON, associated editor of CBC Winnipeg, has been elected an executive of the Winnipeg Press Club for two year term.

ALEX LIOSNOFF, former newswriter with KLX Oakland, Calif., and KMOX St. Louis, has joined KGO San Francisco. He replaces **HU ELLIOTT**, resigned.

BILL MARTIN, former Detroit sports commentator, has joined KOWL Santa Monica, in similar capacity.

BOB KELLEY, KMPC Hollywood sports director, has been appointed an "Admiral of the Fleet" by American Airlines in recognition of over 100,000 miles of air travel in past two years.

LISTON BURN McILHAGGA, formerly of CKY Winnipeg, has joined CBC International Service, Montreal, as news correspondent and newscaster.

HOWARD HASS has joined farm news department of WHO and WHO-FM Des Moines.

CHARLES ASHLEY, news director of WEEI Boston, is the father of a boy, Charles Jeffrey.

Pakistan Orders RCA

THE NEW Moslem dominion of Pakistan has bought from RCA enough broadcasting equipment to build five radio stations which will form the nucleus of a government network, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Division.

All Music is Local

It may be right in your own city that a mother's heart will thrill to the news that her youngster is to benefit from activities of Serge Koussevitzky's Berkshire Music School and be given an opportunity to show talent in the studios of the "LITTLE RED HOUSE" already in the course of reconstruction at Tanglewood, made famous by Nathaniel Hawthorne, and to be made so useful to deserving young aspirants for musical honors.

SINCE the National Federation of Music Clubs is the sponsor and promoter and a radio station operator and newspaper publisher the chairman of the project, it was thought courteous to the radio fraternity to offer an opportunity for contributions.

Dr. Koussevitzky will send a personal acknowledgment of any contributions in "three figures" or more. As the total sum required is only $15,000, any contributions carrying it beyond that amount will remain at the option of the contributor as to its disposition.

Mrs. Guy Patterson Gannett, who is Chairman of the "LITTLE RED HOUSE *Project*" is the immediate Past President of the National Federation of Music Clubs, and is also Vice President and Treasurer of Guy P. Gannett's MAINE newspapers and radio stations. She has long been a prominent figure in the music world and is serving currently as a trustee of the New England Conservatory of Music, as Chairman of Listening Groups for the Metropolitan Opera Guild, as a member of the Board of the Friends of the Berkshire Music Centre and as Vice President of the National Music Council. She is especially interested in young people and was responsible for the granting of three Federation scholarships to the Berkshire Music School in 1942, and of annual Federation scholarships to the National Music Camp at Interlochen.

Lily Pons

Because of her deep interest in the Berkshire Music School and all that it is doing for the young musicians of America, this appeal for the "Little Red House," at Tanglewood, which is to be used as practice studios, is enthusiastically endorsed by LILY PONS, world-famous opera and concert artist and friend of young musicians everywhere.

Checks should be made to the order of Mrs. Guy P. Gannett, Treasurer of Guy Gannett Broadcasting Service, Portland 2, Maine, ear-marked for "Little Red House Project." Berkshire Summer School.

If you wish, souvenir checks will be sent for your signature and its return through your bank will serve as an interesting memento of your cooperation in this educational enterprise.

Ask for full story about Little Red House as printed in the Berkshire Evening Eagle of July 24, 1947.
Write to Miss Helen Haxener, Publicity Director, National Federation of Music Clubs, 455 West 23rd Street, New York 11, N. Y.

Production

JACK RAYEL, former NBC staff announcer, has been appointed night manager of WQXR and WQXQ (FM) New York. He replaces **ED DEVERILL,** who resigned to become manager of KDFC San Francisco, a new station scheduled to begin operations this spring.

STAN DAUGHERTY, assistant to musical director at KMOX St. Louis, has been appointed musical director. Mr. Daugherty, who has been in radio for ten years, joined KMOX in 1945 as staff organist. During the war, he served in Army for three years, where he worked with War Bond shows and conducted an Army orchestra and radio show. Previously he had been musical director of KXOK St. Louis for four years, and staff organist at KWK, also in St. Louis.

Mr. Daugherty

LIONEL RICAU, announcer at WSM Nashville, for eight years, leaves Feb. 15 to join NBC as a senior announcer. Mr. Ricau has handled several daily broadcasts and has been featured narrator on NBC shows originating from WSM.

STEPHEN BURKE, production manager of WBZ Boston, in addition to present duties, will now supervise all music clearance and continuity. **EUGENE KILHAM,** also in WBZ production department, has taken on added duties of supervisor of programming for WBZ-FM.

THELMA STRANAHAN has joined continuity department of KGVO Missoula, Mont.

HARRY DURFLINGER has joined announcing staff of WCSI-(FM) Columbus, Ind., and **DICK JEWELL,** part-time WCSI announcer, has joined staff fulltime.

EDDY BROWN has been appointed musical director for WHLI and WHNY (FM) Hempstead, New York. Mr. Brown, well-known concert violinist, has held similar posts with WOR, WLIB, and WQXR, all New York. **ROGER WAYNE** continues as WHLI's director of recorded music.

BILL MACK, formerly with WMOX Meridian, Miss., has joined WCBI Columbus, Miss., as announcer-m.c. He previously was with WAML Laurel, Miss. and WTJS Jackson, Tenn.

BILL MORGAN, former program director of KIRX Kirksville, Mo., and AFRS station WVTM in Manila, has joined announcing staff of WHO and WHO-FM Des Moines.

DOROTHY DUNCAN has joined continuity staff of WPDQ Jacksonville, Fla., replacing **MARGIE LAVENDER.**

CHARLES BAXTER, formerly with WWJ Detroit and WTOL Toledo, has returned to announcing staff of WTOL. During his absence from WTOL, Mr. Baxter also did freelance announcing in Chicago.

ROBERT T. NOLAN, formerly of KXLA Pasadena, Calif., has been promoted from staff announcer to chief announcer of KREL Goose Creek, Tex.

WILLIAM HARDIMAN, formerly with CKCL Toronto, Canada, has joined continuity staff of KSL Salt Lake City, Utah. Mr. Hardiman replaces **ROLFE PETERSON,** resigned.

DENNY BECKNER, band leader, has joined KIXL Dallas, as disc m.c. Mr. Beckner has appeared in various Broadway theatres as well as on radio programs.

SCOTT BISHOP, former continuity director for WKAT Miami Beach, Fla., has joined WIOD Miami, as program director.

JUNE LEWIS, formerly of WMFJ Youngstown, Ohio, has joined WJEF Grand Rapids, Mich., where she will handle programs for women.

DOUG TAYLOR, who has been in radio over ten years, has joined announcing staff of WTMV East St. Louis, Ill.

LUCILE NEWLIN, known professionally as **BETTY PARKER,** has joined program department of KMBC Kansas City. Miss Newlin, graduate home economist, will conduct broadcasts from KFRM, affiliate of KMBC for rural Kansas.

MERV AMOLS, formerly with WSAZ Huntington, W. Va., has joined WNOC Norwich, Conn., as staff announcer and music librarian.

JERRY A. DANZIG, former program director of WINS New York, today (Feb. 2) joins WCBS-TV New York, CBS video station, as senior producer. His main duties in new position will be in connection with the creation and development of new programs. Mr. Danzig started in radio in 1935 when he joined special events department of WOR New York, where he became commercial program manager in 1938 and publicity director in 1940, holding that position until he left to enter the Navy in 1942. He joined WINS in 1946, following his discharge from service.

Mr. Danzig

DON McNEILL, toastmaster of ABC's "Breakfast Club," was named honorary sponsor of the 1948 March of Dimes drive for Hampden, Conn., by its mayor.

CHESTER BURY, cowboy singer at WSBC Chicago, is the father of a boy, Ronald James.

JOHN FISHER, commentor of CBC Toronto, is currently in Europe, visiting cities and displaced persons camps on the continent and in Great Britain, for data on plight of youth in Europe. He broadcasts his findings weekly on his CBC network program and will go on Canada-wide tour on his return for Canadian Appeal for Children fund.

EDWARD (Ted) WEEKS, editor of Atlantic Monthly magazine, is broadcasting a 15-minute weekly program, "Editor at Home" over ABC and affiliated stations. Series, which began Feb. 1, emphasizes publishing and literary criticism.

DOUG BURROWS, formerly of CHEX Peterborough, has been promoted from chief announcer of CKGB Timmins, to program director.

PAUL GIROUX, KTAR Phoenix continuity writer, is the father of a girl.

CLIFF BOWERS, formerly of CKNX Wingham, Ont., and CKEY Toronto, has joined announcing staff of CJKL Kirkland Lake, Ont.

MARSHALL KENT, announcer at WGN Chicago, is the father of a girl, Margaret.

JACK HILL has returned to WWJ Detroit, as production manager.

DAN CAMERON, CBC prairie region talks producer, Winnipeg, has been transferred to Edmonton to take charge of CBC organization in Alberta province, in connection with opening on July 1 of CBX Edmonton, 50-kw station.

JANE BURROUS has joined WIND Chicago, as assistant program director. She previously was with WCBI Columbus, Miss., WAGA Atlanta, Ga., WBBM Chicago and WKLX Lexington.

ARSENE SIEGEL, featured organist with Balaban & Katz theater chain for 17 years and also with numerous stations since 1926, has joined WIND Chicago, as staff organist.

ROBERT E. LEE and **JERRY LAWRENCE** have been signed as writers and producers for the new CBS Dinah Shore-Harry James Show (Philip Morris). Agency is Biow Co., Hollywood.

WALTER LURIE, MBS head of program development, arrives in Hollywood Feb. 2 to represent network in program matters during convalescence of **NED TOLLINGER,** network's Hollywood program coordinator.

CARMEN DRAGON, musical director of CBS "Old Gold Show" and "The Baby Snooks Show," is the father of a girl, born Jan. 17.

32 Outlets in 24 Cities Taking French Exchange

THIRTY-TWO stations in 24 American cities have agreed to carry transcribed programs prepared in Paris by the North American Service of the French Broadcasting System, according to an announcement in New York by Robert Lange, director of the service.

More than 200 stations in the U. S. and Canada have subscribed to the service since April 1947, Mr. Lange said.

New U. S. subscribers follow: KFI and KMPC Los Angeles; KGO and KNBC San Francisco; WTIC Hartford; WTOP Washington, D. C.; WSB Atlanta; WBBM, WGN, WJJD Chicago; WHAS Louisville; WWL New Orleans; WBZ Boston; WJR Detroit; KUOM Minneapolis; KOB Albuquerque; WCBS, WINS, WNBC, and WOR New York; WLW and WCKY Cincinnati; WGAR Cleveland; WKY Oklahoma City; WCAU Philadelphia; KDKA Pittsburgh; WLAC Nashville; WFAA Dallas; KTRH Houston; WOAI San Antonio; KSL Salt Lake City; KIRO Seattle.

BARRY KAYE, formerly of CJOB Winnipeg, has joined announcing staff of CFPA Port Arthur, Ont.

EDDIE CANTOR, star of his own NBC program, has received a citation from Disabled American Veterans for his "Give A Gift To A Yank Who Gave" campaign.

W. E. S. BRIGGS, program director of CBC for Maritimes region, headquarters Halifax, has been appointed CBC regional representative for the Maritimes.

ROBIN BLACK, former producer of Carl Wester Productions, has joined NBC Hollywood, as staff producer.

O. J. NEUWERTH, former Chicago freelance producer, is in Hollywood directing NBC "Story of Holly Sloan."

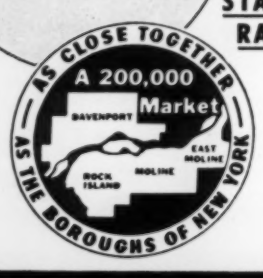
DON MASON has joined CJKL Kirkland Lake, as continuity writer.

"LET'S Look at the UN," a public service series featuring interviews with UN delegates presented Monday nights over WWRL New York and also by transcription over WHUC Hudson, N. Y., will broadcast over additional 10 stations throughout the country. WWRL recently offered to supply other outlets with free transcriptions, and 10 stations have requested permission to air the show.

Now . . .
YOU CAN COVER
THE QUAd-Cities
LIKE AN ECLIPSE

WQUA AT LOCAL STATION RATES

WQUA is *powered* and *programmed* for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, *of, by* and *for* its more than 200,000 people. Spotlighting their intense local interest in sports (*WQUA carried more than 200 play-by-play broadcasts in its first year!*), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.



"The QUAd-Cities' Station"
WQUA
RADIO CENTER
MOLINE, ILL.
REPRESENTED BY
T • H • S
RADIO SALES
FULL TIME • MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

Keeping up with WCBS
(NEW YORK'S #1 STATION)

Last year, WCBS gave 55 radio students from 11 local colleges the opportunity to weigh academic training against actual broadcast practices through *"Operation Collegiate."* Radio fledglings spent an entire day at the station working directly with WCBS personnel in every office and studio job. (To Mary Ellen Hoffman, of Barnard College, fell the honor of taking over direction of the Margaret Arlen Show.) The project proved so successful, plans are now under way at WCBS to expand the 1948 "Operation." Playing a vital community role *behind* as well as before the mike is what makes and keeps Columbia's key station in New York the #1 Station in America's #1 market.

CHANNEL SEVEN

WMAL-TV

WASHINGTON'S MOST POWERFUL and FIRST SEVEN-NIGHT-A-WEEK TELEVISION STATION

Owned and Operated by
THE EVENING STAR BROADCASTING COMPANY
724 Fourteenth Street N.W.
Washington 5, D. C.

Agencies

CARLTON ALSOP, former Hollywood office manager of Kastor, Farrell, Chesley & Clifford, has joined A. & S. Lyons, Hollywood ,as vice president. Previously Mr. Alsop was radio director of Sherman-Marquette, New York, and radio department head for McCann-Erickson Inc., New York.

HORACIO MEYRIALLE has completed his three year contract with McCann-Erickson's foreign department in New York and will return to agency's office in Argentina. **CARLOS GUTIERREZ RIANO,** formerly an assistant editor of United Nations weekly bulletin in Spanish, will succeed Mr. Meyrialle as a copywriter in New York office.

W. S. KIMBALL Jr. has been appointed account executive of Jim McMullen Adv., Fort Worth, Tex. Before the war Mr. Kimball was employed by the British government in public relations capacity with Royal Air Force delegation to U. S.

JOHN JUNEAU, who joined J. Walter Thompson's office in Mexico City in 1943 and who was later in agency's Detroit office, is now back at firm's New York office as an account representative.

J. CUNNINGHAM COX ADV., newly-formed agency specializing in television and radio, has opened offices at 1218 Chestnut St., Philadelphia. **JOSEPH C. COX Jr.,** former Philadelphia newspaperman, heads the office, and will be joined shortly by his brother, **FRANKLIN T. COX,** now in Hollywood. Both brothers, veterans of Pacific theater, have been associated with various agencies since discharge from armed forces.

BRUCE BARTON and **RAY VIR DEN** have been named vice chairmen of Men's Committee of the Salvation Army's 1948 Maintenance Appeal. Mr. Barton is board chairman of BBDO New York, and Mr. Vir Den is president of Lennen & Mitchell, same city.

ROBERT HILTON, former account executive for William Von Zehle & Co., New York, and more recently an advertising consultant, has formed new advertising agency, to be known as Robert Hilton Co. A specialist in industrial advertising, Mr. Hilton makes his headquarters in Hotel Margaret, 97 Columbia Heights, Brooklyn.

EVELYN JONES, formerly in radio traffic department of Donohue & Co., New York, has been named a timebuyer of the agency, replacing **TOM LYNCH,** resigned (see Commercial).

JOHN ALDEN, vice president of Blow Co., New York, and **HARRY SERLIS,** vice president in charge of advertising and sales for Roma Wine, New York, are in Hollywood for conferences with **JACK RUNYON,** Hollywood Blow Co. head.

H. L. McCLINTON, vice president in charge of radio for N. W. Ayer & Son, New York, is in Hollywood for ten days' conferences. **GERALD LAUCK Sr.,** executive vice president of the agency's Philadelphia office, is in Hollywood for two weeks' conferences.

GENE POWERS, copy director of Harry J. Wendland Adv., Los Angeles, is in Chicago on six weeks' business trip.

HAROLD F. STANFIELD & CO., has moved its Toronto office to 67 Richmond St. West.

K. C. UTLEY of New York office of Atherton & Currier, has been appointed manager of Toronto office of the company.

JERRY BURROWS is new timebuyer at McKim Adv., Montreal. He replaces **NED CLEMENTS,** who has been moved to the Toronto office of the agency. **W. J. SANDSTROM** has been appointed manager of McKim's Vancouver office, replacing **H. S. WATSON.**

GERALD A. HOECK and **WALLACE J. MACKAY** have joined Wallace Mackay Agency, Seattle, as radio department manager and copy supervisor, respectively.

HARRY ELLIOTT Adv., San Francisco agency specializing in automotive accounts, has signed with KSFO that city, for sponsorship of weekly quarter-hour transcribed program, "Report from the Automobile Industry," prepared by Automobile Mfrs. Assn., Detroit.

CORY SNOW Inc., Boston, has moved offices to larger quarters at Sherwin-Williams Bldg., 655 Beacon St. Agency formerly located at 739 Boylston St.

IRA E. DeJERNETT, president of DeJernett Adv., Dallas, and **DAVE McCONNELL,** account executive at Rogers & Smith Adv., Dallas, will teach two new courses in advertising at Southern Methodist U., starting with second semester Feb. 2.

ADV. SERVICE ASSOC., New York, has moved to larger and more centralized quarters at 342 Madison Ave. Firm handles production service for those advertisers who are placing their advertising and promotional work direct, also for advertising agencies without production or art department.

IRMA PHEEL, former assistant to radio director of Mayers Co., Los Angeles, has joined Lockwood-Shackleford Adv., that city, as timebuyer. **MARGARET FITZPATRICK** replaces Miss Pheel at Mayers Co.

WALTER SAUER, assistant advertising manager of Home Products International, New York, and **LUIS G. DILLON,** vice president of McCann-Erickson Corp., New York, are leaving on joint trip to all major South American markets to analyze advertising and sales promotion efforts in behalf of HPI's Kolynos, Anacin, Bisodol, Black Flag insecticides and other accounts.

RICHARD L. EDSALL, vice president in charge of research of James Thomas Chirurg Co., Boston and New York, has been appointed to National Committee on Research of American Assn. of Adv. Agencies, effective April 1.

DON McGEE, formerly with Kenyon & Eckhardt of Chicago, has joined Chicago office of Campbell-Mithun Inc.

JOHN AMBROSE has joined traffic department of Brooke, Smith, French & Dorrance, Detroit and New York.

JOHN J. HERLIHY has joined staff of Robert Otto & Assoc., New York, in media department.

CHARLES W. HOYT Co., New York, has announced following new officers: **JACK LUCAS,** vice president; **C. B. DONOVAN,** vice president; and **R. W. MICKAM,** secretary. Mr. Lucus and Mr. Mickam are copywriters, and Mr. Donovan is head of media department.

SANFORD L. HIRSCHBERG, with Peck Adv., New York, for 14 years, has resigned as vice president and account executive to join Hicks & Greist Inc., New York, as an account executive.

WILLIAM GRAY, former account executive for Dan B. Miner Co., Los Angeles, has joined Lennen & Mitchell, Beverly Hills, in similar capacity.

BRUCE CALHOUN, former head of Olympic Productions, Seattle radio program production service, has joined Gerth-Pacific Adv., that city, as account executive.

GROVER D. NOBLES, former public relations officer for Air Force, has joined West-Marquis Inc., Seattle, as assistant manager.

EZRA MILLSTEIN, former account executive of Ben Sackheim Inc., of New York, has joined Hugo Schelbner, Los Angeles, as copy director.

ARCH DORIA, formerly with McGraw-Hill Publishing Co., New York, has joined Simon & Smith, Portland, Ore., as account executive.

HAROLD WALKER has resigned as art and copy director of Ruthrauff & Ryan, Seattle, to become executive vice president of Gemeroy Co., that city.

KEN BARTON, former program director of KWKW Pasadena, has joined Bishop & Assoc. Inc., Los Angeles, as director of radio and television.

WALTER MOORE has been promoted from assistant production manager to production manager of Walter Weir Inc., New York.

FRED L. ROSENBERG, formerly with Ferwerda-Boone Inc., New York, is new account executive for A. M. Sneider & Co., New York.

LEONARD KLEIN, former account executive with Rossum & Stanley, New York, has joined Malcolm Adv., New York, as account executive.

ROBERT McDONALD, former program director of Miller's National Federation, has joined Chicago office of Dancer-Fitzgerald-Sample, as account executive.

E. H. BROWN Adv., Chicago, has published 1948 Advertisers Rate and Date Guide, which lists time rates and wattage of larger radio stations. Guide is available to advertisers without charge.

JOHN K. KETTLEWELL, former vice president in charge of Chicago office of Buchanan & Co., has been appointed director of National Confectioners' Assn. Council on Candy, Chicago.

JOHN W. SHAW Inc., Chicago, has appointed **DR. CHARLES L. ALLEN,** assistant dean of Medill School of Journalism, Northwestern U., as research consultant.

Feldon Named to Handle Sales For Radio Column

FIRM of O. A. Feldon & Assoc., 185 North Wabash Ave., Chicago, has been appointed Midwest sales representative for "Ears to Radio" [BROADCASTING, Nov. 10], the syndicated newspaper radio column produced by Randall & Cooper, New York.

The column, which is to consist of radio news placed as paid newspaper advertising, was to appear in 33 leading U. S. newspapers weekly starting early in January. An official of the firm said last week that the starting date has been postponed.

KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES

Sell IOWA with KIOA . . .

Iowa's Largest Independent Clear Channel Station

Ask any Paul H. Raymer Company Representative or write

STATION KIOA
John Boler, President
DES MOINES 9, IOWA

News Show Survey

INS-INP news programs for television are among the most popular shows on WRGB Schenectady, the General Electric Co. video station reports. WRGB has been using the INP spot news and documentary pictures and the INS news printer service on a five-day-a-week schedule since Dec. 1. Return postcards were mailed to set owners in the station's service area and returned with the viewer's rating of each program seen as excellent, good, fair or poor on a numerical scale of 3, 2, 1, 0, with 3 being perfect. Tabulation of returns for the week of Dec. 8-12 showed the spot news pictures averaging 2.22, the documentary pictures, 2.21, and the news printer, 2.18.

NEW AIR FORCE SHOW MAKES DEBUT ON MBS

FIRST program of the new *Air Force Hour* got underway Jan. 18 on Mutual, 2-2:30 p.m. The series is a U. S. Air Forces production, devoted entirely to aviation. It replaces the Mutual USAF series, *Flight Into the Past.* Designed for family appeal, the *Air Force Hour* is done in Air Force jargon, and features a variety of music played by the U. S. Air Force Concert Band under the direction of Maj. George S. Howard, plus a 35-man chorus. The program originates from Bolling Field (Washington) studios.

In addition, highspot of each program is a spot-recorded broadcast from Air Force bases, presenting the latest aviation developments at work.

Each week there is also a guest speaker who is a civilian expert on the latest developments in aviation.

Producer of *Air Force Hour* is Capt. Robert Keim, formerly of Compton Agency, New York. Capt. Mark D. Meranda, ex-commercial radio writer, writes the series, which is narrated by Lieut. Cass Bielski. Capt. Max Marvin is the Air Force radio reporter who is doing the recordings. Hollis Seavey, WOL Washington production manager, handles the station arrangements.

SHEAFFER PEN SHOW EXPANDS TO CANADA

W. A. SHEAFFER Pen Co., Ft. Madison, Iowa, which Jan. 4 expanded its *Sheaffer Parade* from 53 to the full NBC complement of 161 stations, will add two Dominion stations within a fortnight, its agency, Russel M. Seeds Co., revealed last week. Two additions, pending clearance by CBC, are CBL Toronto and CBM Montreal.

Discussing the program's expansion since the first of the year, the agency spokesman pointed to increased sales as well as recent Hooper and Nielsen ratings as evidence of increased popularity. A recent Hooper table, he pointed out, gave the program a 9.6, while Nielsen's top 20 for week of Dec. 21-27 listed total and cumulative audience ratings (in the D-1 category) of 14.4 and 22.7 respectively. The former rating showed the *Sheaffer Parade* in second place, representing a jump of about 10 notches.

Extension of weekly Sunday afternoon program to Canada has been stifled, until now, because of the shortage of materials facing Sheaffer Co. of Canada, the spokesman said.

Program, which now features Eddy Howard's band (it replaced Carman Cavallaro last September), was originally carried by 53 NBC stations, covering the eastern, midwestern (basic), mountain and coast areas at that time.

Thoroughly enjoying the Air Force Hour script conference are (l to r, seated) Captain Keim, Mr. Seavey, Major Howard; (standing) Captain Meranda and Lieutenant Bielski.

BMI *Pin-up Sheet*

Hit Tunes for February

(On Transcriptions)

ALL DRESSED UP WITH A BROKEN HEART (Marks)
NBC-THESAURUS—Navatime Trio
WORLD—Russ Morgan

AS SWEET AS YOU (Regent)
NBC-THESAURUS—George Wright
LANG-WORTH—Airlane Trio
MacGREGOR—Johnny White Quartet
MacGREGOR—Lenny Herman

FOOL THAT I AM (Hill & Range)
NBC-THESAURUS—Novatime Trio
STANDARD—Rudy Sooter
LANG-WORTH—Airlane Trio

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
ASSOCIATED—Mindy Carson
LANG-WORTH—Lenny Herman
" Shep Fields
NBC-THESAURUS—Novatime Trio
WORLD—Eddy Howard

LOVE IS SO TERRIFIC (Mellin)
NBC-THESAURUS—Jumpin' Jacks

MADE FOR EACH OTHER (Peer)
LANG-WORTH—Al Trace
" Lenny Herman
WORLD—Russ Morgan
NBC-THESAURUS—Sweetwood Serenaders

MY RANCHO RIO GRANDE (Harwall-Criterion)
NBC-THESAURUS—Sweetwood Serenaders
LANG-WORTH—Airlane Trio
" Shep Fields

PASSING FANCY (BMI)
ASSOCIATED—George Towne
WORLD—Les Brown
LANG-WORTH—Larry Clinton

TERESA (Duchess)
NBC-THESAURUS—Music of Manhattan
LANG-WORTH—Lenny Herman
STANDARD—Curt Massey
" Les Paul Trio

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster
CAPITOL—Buddy Cole
STANDARD—Dick Jurgens

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)
LANG-WORTH—Four Knights

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
WORLD—Charlie Spivak
NBC-THESAURUS—Slim Bryant

Coming Up

A BED OF ROSES (Johnstone)
I'M LOOKING FOR A SWEETHEART (Jay-Dee)
I LOVE YOU, YES I DO (Lois)
I WANT TO CRY (Excelsior)
I WOULDN'T BE SURPRISED (Republic)
MY PROMISE TO YOU (BMI)
RHUMBA JUBILEE (Amigo)
ROSALINDA (Cherio)
THE DREAM PEDDLER
THERE I GO (BMI)
WHO'S GOT ALL THE DOUGH (Alvin)

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ACTIONS OF THE FCC

JANUARY 23 to JANUARY 29

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

January 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KAGH Pasadena, Calif.—Mod. CP which authorized new standard station, to change type trans., make changes in vertical ant. and mount FM ant. on AM tower, change trans. and studio locations.

WARS Wilmington, Del.—Mod. CP which authorized new standard station, to change type trans. and make changes in DA and mount FM ant. on AM tower, and change trans. location.

WGBS Miami, Fla.—Mod. CP which authorized increase power, install new trans. and DA-N, change trans. location for extension of completion date.

KGEM Boise, Ida.—Mod. CP which authorized change frequency, increase power, install DA-N and change type trans., and change trans. location, to change from DA-N to DA-DN and for approval of trans. location.

KSWI Council Bluffs, Iowa—Mod. license to change D power from 500 w to 1 kw on 1560 kc.

WKBB Dubuque, Iowa—Mod. CP which authorized install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WCAR Pontiac, Mich.—Mod. CP which authorized install new vertical ant. and mount FM ant. on AM tower, for extension of completion date.

KYSM Mankato, Minn.—Mod. CP, as mod., which authorized changes in vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

KFVS Cape Girardeau, Mo.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change in trans. location, to change type trans. make change in DA and for extension of completion date.

AM—830 kc

KBOA Kennett, Mo. — CP make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

KXLL Missoula, Mont.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1340 kc

Concord Bcstg. Corp., Niagara Falls, N. Y.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1230 kc.

Modification of CP

WSLB Ogdensburg, N. Y.—Mod. CP which authorized install new vertical ant. and mount FM ant. on AM tower, for extension of completion date.

WONO Oneonta, N. Y.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WBBB Burlington, N. C.—Mod. CP, as mod., which authorized increase power, change hours, make changes in vertical ant. and ground system and change type trans., for extension of completion date.

Assignment of License

WTNC Thomasville, N. C.—Voluntary assignment of license from George W. Lyles Sr., Russell F. Van Landingham and George W. Lyles Jr., partnership d/b as Thomasville Bcstg. Co. to Thomasville Bcstg. Co.

AM—1320 kc

WKAP Allentown, Pa.—CP change frequency from 1580 to 1320 kc and to make changes in trans.

Acquisition of Control

WHOD Homestead, Pa.—Voluntary acquisition of control of permittee corporation from George D. Cantor, et al to C. E. Ferree, et al.

Modification of CP

WFIL Philadelphia—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

Assignment of License

WEEU Reading, Pa.—Voluntary assignment of license from Berks Bcstg. Co. to Hawley Bcstg. Co.

Modification of CP

WPRP Ponce, P. R.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

KTXN Austin, Tex.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

Assignment of License

KVAL Brownsville, Tex. — Voluntary assignment of license from Radio Station KEEW Ltd. to T. Frank Smith.

AM—1350 kc

WCAV Norfolk, Va.—CP to change frequency from 860 to 1350 kc, change hours from D to unl., change power from 1 kw D to 1 kw DN and install DA-DN.

Modification of CP

KGA Spokane, Wash.—Mod. CP which authorized increase power, install new trans. and make changes in DA-N and change trans. location, for extension of completion date.

WBTC Bridgeport, Conn.—Mod. CP which authorized new FM station, to specify trans. site, type trans. and specify ant. system.

WQAM-FM Miami, Fla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WVNA Indianapolis—Mod. CP which authorized new FM station, to change type trans., change trans. site, ERP to 14 kw, ant. height above average terrain to 578.5 ft.; make changes in ant. system and change commencement and completion dates.

KSO-FM Des Moines, Ia.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WSMB-FM New Orleans—Mod. CP, as mod., which authorized new FM station to change ERP to 273 kw, ant. height above average terrain to 526 ft.; make changes in ant. system and change completion date.

License for CP

WGAN-FM Portland, Me.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WHAI-FM Greenfield, Mass.—Mod. CP as mod., which authorized new FM station to change trans. site, ant. height above average terrain to minus 541.6 ft., make changes in ant. system and change commencement and completion date.

FM—92.9 mc

WBZA-FM Springfield, Mass. — CP change trans. site, specify type trans., ERP as 3.95 kw, ant. height above average terrain as 906 ft. and to make changes in ant. system.

Modification of CP

WSFL Springfield, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WAZV Brockton, Mass.—Same.

KWNO-FM Winona, Minn.—Same.

KBON-FM Omaha, Neb.—Same.

WWOD-FM Lynchburg, Va.—Same.

TV—Exp. Relay

KSTP Inc., St. Paul, Minn.—CP new experimental television relay station on 6987.5 mc, power of 0.1 w, emission special for FM and hours in accordance with Secs. 4.131(b) and 4.163.

Modification of CP

KTTV Los Angeles—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

KFI-TV Los Angeles—Same.

TV—192-198 mc

The Hartford Times Inc., Hartford, Conn.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. and aur. 29.1 kw and unl.

Modification of CP

Balaban & Katz Corp., Chicago—Mod. CP, as mod., which authorized change in television facilities, for extension of completion date.

WOI-TV Ames, Iowa—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

WJAR-TV Providence, R. I.—Same.

(Continued on page 58)

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selects GE

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G-E Equipment Service-Proved

The proving ground of all General Electric television equipment is the most powerful TV station in the United States—WRGB, Schenectady. WRGB has been in operation since 1939. Here television station equipment has been measured, tested, improved, and tested again in actual operation.

The New York Daily News ordered General Electric television equipment because of this demonstrated efficiency, practicality, and dependability.

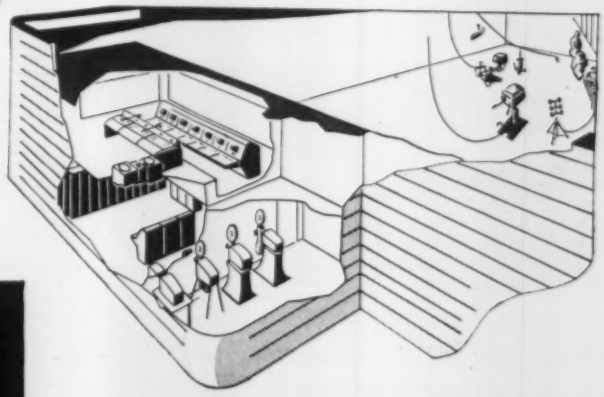
General Electric has everything needed to put you on the air in television. Assemble all the facts before you make your decision. Above all, see the G-E equipment, hear the G-E story. You owe it to your investment.

General Electric television engineers and representatives are located in principal cities—coast to coast. They have valuable information for you. Call them, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.*

← **A full complement of Projection Equipment,** including two 35 mm projectors, one 16 mm projector, and one dual-dissolving slide projector designed for G-E television use.

← N. Y. Daily News Building—which will house the advance-designed studios and latest G-E television equipment of the Daily News' great new station WPIX

Television Equipment



Master Control Desk—an exclusive G-E development. This equipment enables a single operator to select from various program sources—inside or outside the studio—the material he wants to air. The switching operation, which includes both video and audio, is done smoothly, continuously—by one man.

G-E STUDIO AND CONTROL EQUIPMENT ORDERED BY THE DAILY NEWS

Two full sets of Studio Film Camera Channels. These comprise the G-E camera, camera console, and compact racks of auxiliary items.

Extensive Audio Equipment. The part of this equipment controlled by the operator is built right into the G-E studio consoles—a carefully-engineered permanent installation. Provision is also made for extending studio equipment gradually by "block-building" with G-E audio racks.

Three complete sets of Studio Camera equipment. The new G-E studio camera is the lightest television camera ever built for studio use. Counterweighted for fingertip control, it is operated and maneuvered with ease by one man. Each camera has its control console and rack of accessories to complete an individual camera channel.

Start right in Television

PLAN, *then* BUILD—*with G-E*

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

150-G3-6912

FCC Actions

(*Continued from page 54*)

Applications Cont.:

TV—66-72 mc

The Houston Post Co., Houston, Tex.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 17.1 kw, aur. 9 kw and unl.

AM DELETION

AM—970 kc

Sun River Bcstrs. Inc., Great Falls, Mont.—Cancelled CP for 970 kc 5 kw unl. DA-N (KMON).

TENDERED FOR FILING

AM—1140 kc

WSIV Pekin, Ill.—Reinstatement of CP to increase power from 250 w to 1 kw, change type trans., change studio location.

Assignment of License

WCJU Columbia, Miss.—Consent to assignment of license to WCJU Inc.

January 27 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—910 kc

Announced proposed decision looking toward grant of application of The New Britain Bcstg. Co. to change facilities of WKNB New Britain, Conn. from 840 kc 1 kw D to 910 kc 5 kw unl. DA-DN and denial of application of Central Connecticut Bcstg. Co. for new station for same facilities, and application of The Hartford Times Inc. to change facilities of WTHT Hartford from 1230 kc 250 w unl. to 910 kc 5 kw unl. (Comrs. Coy, Jones and Sterling dissenting).

AM—1450 kc

Adopted final order granting application of Meroco Bcstg. Co. for new station, Greeley, Col., on 1450 kc 250 w unl. subject to cond. that applicant will within 60 days from date of grant, file application for mod. of CP specifying trans. site and ant. system meeting requirements of Commission's standards.

Petition Denied

Adopted order denying petition by George Arthur Smith, applicant for new station, Jackson, Tenn. requesting Commission to vacate order of Dec. 4, 1947, setting aside decision in proceeding involved in Dockets 7487 7488 7489, and reopening record for further hearing on issues designated in that order, on ground that petitioner will resign his office as mayor upon order being vacated and final decision reinstated. Commission further ordered that issues 1 and 2 of order of Dec. 4 be amended (which deal with duties of and limitations imposed upon position of Mayor of Jackson, etc.)

AM—1470 kc

Adopted proposed decision looking toward grant of applications of Reporter Bcstg. Co. to change facilities of KRBC Abilene, Tex. from 1450 kc 250 w unl. to 1470 kc 5 kw-D, 1 kw-N DA-N and of Calcasieu Bcstg. Co. to change facilities of KPLC Lake Charles, La. from 1490 kc 250 w unl. to 1470 kc 5 kw-D 1 kw-N DA-N and denial of application of KRIC Inc. to change facilities of KRIC Beaumont, Tex. from 1450 kc 250 w unl. to 1470 kc 5 kw unlimited DA-N.

AM—1490 kc

Adopted proposed decision looking toward denial of applications of Springfield Bcstg. Co., Springfield, Mass. and Telecolor Corp., West Springfield, Mass. each seeking new station in cities named on 1490 kc 250 w unl.

AM—1490 kc

Announced final decision granting application of Rich Pub. House Inc. for new station at Midland, Mich. on 1490 kc 250 w unl. and denying application of Midland Bcstg. Co. seeking same facilities. Grant to Rich Pub. House Inc. is subject to cond. that applicant will, within 60 days, file application for mod. of permit specifying trans. site and ant. system meeting requirements of Commission's standards, and subject to further condition that it will install approved frequency monitor when such monitors are available.

AM—1230 kc

Announced order making final proposed decision and granted application of Frank R. Smith Jr. for new station at Beaver Falls, Pa., on 1230 kc 250 w unl. subject to cond. that applicant will, within 60 days, file application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards; subject to acceptance of such interference as may be caused by grant of application of Mahoning Valley Bcstg. Corp.; and subject to further cond. that applicant will within 60 days sever his relationship with WWSW Pittsburgh.

BY THE COMMISSION

WMVA Martinsville, Va.—Granted renewal of license for period ending Feb. 1, 1951.

BY THE SECRETARY

WFIL-TV Philadelphia—Granted mod. CP to make changes in ant. system, ERP, to specify new studio location and for extension of completion date.

WAFB Baton Rouge, La. — Granted mod. CP for approval of ant. and trans. location.

Following were authorized extension of completion dates: WNIQ Uniontown, Pa., to 3-31-48; WATL-FM Atlanta, to 5-12-48; WTHI-FM Terre Haute, to 5-5-48; KDON-FM Monterey, Calif., to 8-16-48; WSLS-FM Roanoke, to 4-16-48; KSON-FM San Diego, to 5-16-48; WRC-FM Washington, D. C., to 3-15-48; WMAQ-FM Chicago, to 5-15-48; KWOS Jefferson City, Mo., to 4-1-48; KUOA-FM Siloam Springs, Ark., to 4-15-48; KRLD-FM, Dallas, to 5-16-48; WBIK Chicago, to 5-14-48; WONS-FM Hartford, Conn., to 4-1-48; WDOS-FM Oneonta, N. Y., to 2-22-48; WJLS-FM Beckley, W. Va., to 5-21-48; WHOO-FM Orlando, to 5-10-48; WAFM Birmingham, to 8-3-48; KGLO-FM Mason City, Iowa, to 5-16-48; WTAR-FM Norfolk, Va., to 5-15-48; WJPF-FM Herrin, Ill., to 3-30-48; KCFM Kansas City, Mo., to 5-18-48; WEFM Chicago, to 8-24-48; KOKU Norman, Okla., to 8-1-48; WISE-FM Asheville, to 7-1-48.

WAPF McComb, Miss.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to change studio location.

KSIB Creston, Iowa—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates, as shown: WRNL-FM Richmond, to 8-16-48; WNAV Annapolis, to 8-3-48; WVJS-FM Owensboro, Ky., to 5-1-48; WSPR-FM Springfield, Mass.,

(*Continued on page 60*)

INTENSIVE promotion plans for *Metropolitan Opera Auditions of the Air*, broadcast Sunday afternoon on ABC under Farnsworth Television & Radio Corp. sponsorship, are discussed by (l to r): Fred Thrower Jr., ABC vice president in charge of sales; D. M. Allgood, Farnsworth vice president; Tevis Huhn, director of the program; John S. Garceau, Farnsworth manager of advertising and sales promotion; J. R. Warwick, vice president of Warwick & Legler, which handles the account.

OFF ON A TOOT!

DULUTH, MINN.—Otto Mattick, off on a toot, isn't wetting his whistle, he's blowing it about KDAL's representative, Avery-Knodel Inc.

"Those boys must have all been firemen the way they go into action when they sniff the smoke of a new sales campaign," says Otto.

Yes, if you're looking for intelligent counsel on your next campaign Avery-Knodel is alert to give it to you. You'll learn they have facts not fiction, Hoopers not hoopla. (And be sure to get the KDAL story.)

Crosley Cincinnati TV Station Becomes WLW

CROSLEY Broadcasting Corp. Cincinnati television outle changes its call letters and experimental status Feb. 9 when the station becomes WLWT. For a perio of a few weeks thereafter WLW will operate at the same power a its predecessor, experimental station W8XCT, and will jump t full power late this month.

Announcement of the change i call letters comes from R. E. Dunville, vice president and genera manager of the Crosley Broadcasting Corp. who is directing Crosley television activities. WLWT is on Channel 4. The antenna is 571 feet above the leve of the studio and transmitter site and 670 feet above averag terrain. Adjusted to the standard basis for determining signal strength 500 feet above average terrain WLWT will operate with 49,000 w visual and 40,000 w aural. Until high power is adopted, however, WLWT will operate for an interim period at 500 w, the present power.

Support for Child Aid Pledged to Ad Council

THE FOUR major networks and national spot advertisers have pledged support to the "Crusade for Children" campaign launched by the Advertising Council, the Council has announced.

The Council is promoting the drive on behalf of American Overseas Aid and the United Nations Appeal for Children, which are appealing for funds to help feed underprivileged children overseas. Campaign will be held in April.

SHOW GOES ON

KBUR and WHBF-FM Cooperate During Storms

WHEN broken transmission lines prevented KBUR Burlington, Iowa from continuing outside programs during recent stormy weather, WHBF-FM Rock Island, Ill., came to the rescue. This ingenious routine was used to keep the Burlington station on the air:

An FM receiver was installed in the hill-top home of G. B. McDermott, general manager of KBUR. The antenna was oriented to WHBF-FM, 90 miles away, and the output of the receiver fed into a regular remote amplifier. The home telephone line fed the programs to Burlington's telephone office and thence to KBUR control.

Despite the fact 1400 Burlington telephone lines were out of service and the city without power for several days, KBUR listeners continued to hear most of their regular programs.

MBS "Leave It To The Girls" and "Meet The Press" now originating from New York will do two broadcasts from Hollywood next month, on Feb. 13 and Feb. 20.

Promotion

DISAPPEARING coin trick envelopes have been mailed to agencies by KOLT Scottsbluff, Neb., as portion of its promotion campaign. Copy on front of trick reminded agency men "This Is Trickery—but Advertising Results Over KOLT Are Proved Facts." Chewing gum stuffers also have been used by station in its monthly statements. Card with stick of gum attached states, "You'll Enjoy the Refreshing Flavor of Wrigley's Spearmint—You'll Also Appreciate Results Obtained by KOLT. Both Leave a Good Taste." Station representatives also are distributing promotion for station in form of "TS" cards. Well-known to all veterans, "TS" cards are of regulation style with copy on back of each card stating, "You'll Never Need This 'TS' Card If You Take Your Advertising Problems to KOLT."

Mail Pull

FEMININE-type mailing folder has been distributed by KDKA Pittsburgh, to emphasize mail-pull power of the station. Janet Ross, who conducts "Shopping Circle" on KDKA, is featured in folder with copy telling story of mail received by offers of free calendars on her program. Illustration of delicate-pink doily comprises back-ground of folder. On this a photo of Miss Ross is superimposed along with map of KDKA area showing points from which mail was received.

'XL Preferred'

LARGE, FOUR-FOLD promotion sheet titled "Preferred" has been distributed to the trade by the XL stations. Front fold of sheet, on which mailing address appears, displays word "preferred" in large red type. Second fold reveals page printed solid with the word. Next fold displays "preferred" in large type across two pages, and when sheet is completely opened, listing of all national advertisers using XL stations is shown. Advertisers are listed under separate headings, drugs, food products, etc.

Conducts Radio Classes

IN CONTINUING effort to acquaint the public with every-day activities of broadcasting, KYW Philadelphia has launched a 10-week course in radio for students of Martin College, Philadelphia. Course will be off-the-air activity scheduled to get underway Feb. 14 conducted by KYW department heads. Three lectures will cover script writing, program preparation, production and announcing and news reporting. History of Radio will comprise introduction. Subsequent lectures will cover engineering, publicity, sales, advertising and promotion, television and station management.

Essay Contest

WINNING compositions in the Benjamin Franklin Essay contest, conducted by WPEN Philadelphia and the Poor Richard Club of advertising men, are going to be printed in the Congressional Record through cooperation of Pennsylvania's senators. Competition was based on theme: "What Would Be Benjamin Franklin's Recommendation On An American Policy Towards Europe?" Scholarships worth $500 to Charles Morris Price School of Advertising and Journalism were awarded winners.

WBT Book Matches

ARRANGEMENTS have been made with operators of some 1000 cigarette vending machines in the Piedmont Carolinas by WBT Charlotte, N. C., to place station ad on inside cover of book matches delivered with each package of cigarettes. WBT estimates its new promotion campaign in terms of 400,000,000 advertising impressions on prospective listeners— "every smoker will be reminded of WBT each time he opens the book . . . once for each of the 20 matches . . . machines will distribute 20,000,000 book matches over next 12 months, each carrying the WBT ad. . ."

Picture Ads

PICTURE SERIES titled "It Pays to Dial 1400" is being run in local papers by KYAK Yakima, Wash. Series is comprised of photos of KYAK's prize winning listeners on different shows, both local and network. Winners are shown with prizes they gained on show and ad carries reminder that "It Pays to Dial 1400."

Citizenship Contest

CITIZENS who can best explain in 50 words or less why they are "proud to be Americans" are in line for prizes to be awarded by KIEV Glendale, Calif. Station is conducting contest in effort to "make people more conscious of benefits this country offers." Prizes including cash gifts and wrist watches will be given for 12 best entries. Winners are to be announced on KIEV Feb. 12.

Comic Books

COMPLETION of arrangements with The Fair, Chicago department store, for distribution of 10,000 "On the Air" comic books to WMAQ Chicago juvenile audience has been announced by Harold Smith, station promotion manager. Books will be distributed through children's shoe and clothing departments of the store. Imprint on books calls attention to The Fair's news programs broadcast daily over WMAQ and to NBC-WMAQ "Smilin' Ed McConnell Show" presented Saturdays by Buster Brown Shoe Co.

Welcome Notes

SPECIAL FORM letters have been prepared by WCSI (FM) Columbus, Ind., to welcome new FM listeners in the area. Radio receiver dealers in the area report FM set sales to WCSI and station sends out welcome note to each purchaser.

Mobile Promotion

LARGEST FLEET of taxi cabs in Plattsburg, N. Y., is now being utilized as effective promotion for WMFF Plattsburg. Each cab of the City Taxi fleet carries a small, up-right sign on top of cab reading "Listen to WMFF 1340 on Your Dial." Signs are illuminated at night and give bright and clear suggestion to all to listen to WMFF.

RCA Folders

TWO-COLOR folders, "RCA Victor Eye Witness Television Completes the Home," were made available by RCA last week to its franchised television dealers. Folders include illustrations and descriptions of RCA television line.

Call Slogan

CONTEST to find slogan built from station's call letters has been completed by WLOW Norfolk, Va. Two weeks contest brought in 1400 entries, with some interesting results. One listener thought WLOW meant "We're Located Over Whelan's (station's studios are above Whelan's Drug Store). Another liked "We Love Our Women." Judges, however, picked winning slogan as "Wave-Length of Welcome," and awarded winner $100. Second prize was Admiral radiophonograph, with merchandise for ten additional prizes. One WLOW staff member entered "We Lean On Wasdon," Bob Wasdon being station manager, but entrant was declared ineligible.

Uses Sound Trucks

DUPLICATING copy used on its billboards, KSFO San Francisco has installed large, colorful signs on sides of sound trucks. Trucks, bearing message, "For Music Remember KSFO . . . ," are driven through business and residential streets of San Francisco and Oakland. As added promotion for sponsors, trucks park in front of sponsor's place of business during his program.

WBEC Radio Course

EXTRA-CURRICULAR radio course has been started at Pittsfield (Mass.) High School under auspices of WBEC that city. Program Director Frank Weiner conducts course in form of weekly meetings of "Pittsfield High School Radio Club." All production aspects of small station broadcasting are covered with three-fold aim: To develop high school script-writers and actors; to dramatize and transcribe selections covered in school for use in classes; and to acquaint students with radio techniques.

News Service

DAILY NEWS reports are dispatched to local Municipal Airport by WKY Oklahoma City news bureau as service to airline passengers and promotion for station. Reports are wire-recorded at airport and then aired over public address system five times daily during heavy traffic periods.

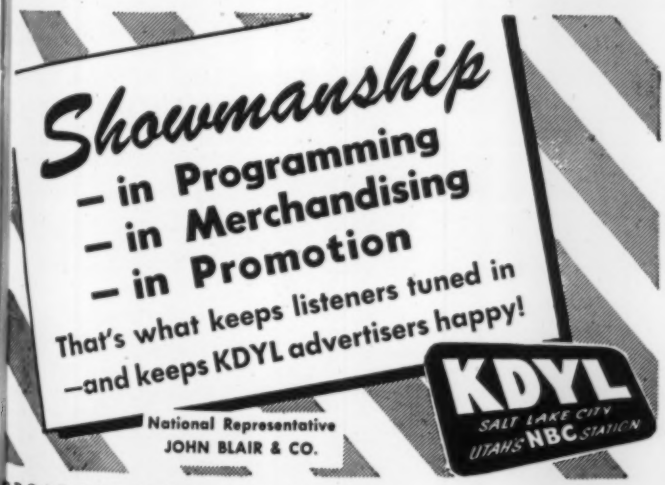
Slippers vs. Old Shoes

UNUSUAL contest is being conducted by WSKI Montpelier, Vt., on its two-hour morning show, "Bright Housekeeping," using the "controversial" subject: "Why I wear house slippers—or why I wear old shoes—while working around the house in the morning." Ray Quinn and Bee Nelson, who conduct the show, discuss the pros and cons on the air, and have offered an aluminum saucepan for best letter on the subject. Station reports that letters have been pouring in, some in humorous vein, some serious, and some from male listeners who merely want to express an opinion.

Sportsmanship Circulars

CIRCULARS urging clean athletics and good sportsmanship on part of fans attending school basketball games have been prepared by KSIB Creston, Iowa, and distributed to high schools in station's coverage area. School representatives in turn distribute the circulars at home games. Theme of circular is "Respect Our Guests." Weekly program schedule of KSIB is printed on back of each circular, and station reports that project has served as effective promotion and also has helped to curb disturbances at games.

SAN FRANCISCO BOARD of Supervisors has commended KNBC San Francisco, for its "long and faithful service to the city" with presentation of a scroll.



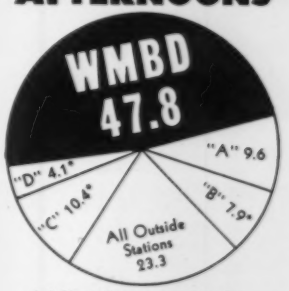
WMBD dominates PEORIAREA

A bigger share of the audience than all other Peoriarea stations combined! Proof of WMBD's **continuing** leadership is found in the latest (Oct.-Nov., 1947) Hooper Station Listening Index.

A, B, C, D — Peoriarea Stations.

MORNINGS

AFTERNOONS



* Adjusted to compensate for fact that these stations do not broadcast in evening.

EVENINGS

Dollar for dollar, WMBD is your best buy in Peoriarea!

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

FCC Actions

(*Continued from page 58*)

Decisions Cont.:

to 5-12-48; KFAM-FM St. Cloud, Minn., to 5-15-48; WJBY-FM Gadsden, Ala., to 5-16-48; WKAR-FM E. Lansing, Mich., to 4-15-48; KDYL-TV Salt Lake City, to 7-1-49; WFLB-FM Fayetteville, N. C., to 3-14-48; WSSB Durham, N. C., to 3-27-48; KVOO Tulsa, Okla., to 5-17-48; WCOL Columbus, Ohio, to 4-25-48; KFI Los Angeles, to 4-1-48; WMAW Milwaukee, to 8-15-48.

WWPG-FM Palm Beach, Fla.—Granted license for new FM station.

WHFB-FM Benton, Harbor, Mich.—Same.

KSEO-FM Durant, Okla.—Same.

WNDR-FM Syracuse, N. Y.—Same.

WNBF-FM Binghamton, N. Y.—Granted license covering changes in FM station.

WPRA Mayaguez, P. R.—Granted mod. CP to make changes in trans. eqpt. and for extension of completion date.

WETB Johnson City, Tenn.—Granted vol. transfer of control of licensee corp. from Carl A. Jones Jr., H. L. Jones and Mrs. Dorothy J. Clark, to Press Inc. No monetary consideration involved.

WNOK Columbia, S. C.—Granted CP install new trans.

WXBV Manhattan, Kan.—Granted CP for reinstatement of CP which authorized new exp. television station.

WOR-TV New York—Granted mod. CP to change ant. system and eqpt. and to change ERP to vis. 36.58 kw, aur. 18.29 kw.

Following were granted extension of completion dates as shown: WCAU-TV Philadelphia, to 4-15-48; WPTZ Philadelphia, to 4-2-48; WTVT Toledo, Ohio, to 6-5-48; W4XW Richmond, Va., to 7-2-48; KTRH-FM Houston, Tex., to 8-12-48; KECA-FM Los Angeles, to 8-17-48; KFI-FM Los Angeles, to 8-16-48; WSNJ-FM Bridgeton, N. J., to 3-31-48; KCVN Stockton, Calif., to 4-1-48; WJAS-FM Pittsburgh, to 6-1-48; WDBQ Dubuque, to 1-30-48; WFLA-FM Tampa, Fla., to 4-1-48; KSBR San Bruno, Calif., to 6-16-48; KPRA Portland, Ore., to 4-10-48; WFMF Chicago, to 5-1-48; WCVS-FM Springfield, Ill., to 7-28-48; WRZE York, Pa., to 4-15-48; KCRK Cedar Rapids, Iowa, to 8-18-48.

WBIZ Eau Claire, Wis.—Granted license for new station 1400 kc 250 w unl.

KXXL Reno, Nev.—Granted license for new station 1230 kc 250 w unl.

WCMD Cambridge, Md.—Granted license for new station 1240 kc 100 w unl.

WNJR Newark, N. J.—Granted license for new station 1430 kc 5 kw DA-N unl. and specify studio location.

WTRF Bellaire, Ohio—Granted license for new station 1290 kc 1 kw D.

WEEB Southern Pines, N. C.—Granted license for new station 1360 kc 1 kw D.

WPWA Chester, Pa.—Granted license for new station 1590 kc 1 kw D.

WCLO Janesville, Wis.—Granted license covering changes in vertical ant. and mounting FM ant. on AM tower.

WTMC Ocala, Fla.—Granted license covering change in freq. to 1290 kc, increase power to 1 kw, install new trans. and DA-N and change trans. location.

WLOB Claremont, N. H.—Granted license for new FM station.

KWIL-FM Albany, Ore.—Same.

WAIT Chicago—Granted invol. assign. of license to Gene T. Dyer, et al, d/b as Radio Station WAIT, new partnership consisting of same parties except Gene T. Dyer Jr., deceased, whose 24% interest is transferred to his parents in equal amounts.

WAGE Syracuse, N. Y.—Granted mod. CP for extension of completion date.

WAVU Albertville, Ala.—Granted mod. CP for approval of ant. and trans. location.

WUSN Charleston, S. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WLAK Lakeland, Fla.—Granted mod. CP to change type trans.

KTW Seattle, Wash.—Granted CP make changes in trans. eqpt.

WBCM Bay City, Mich.—Granted CP install new vertical ant. and change trans. location.

WPAQ Mt. Airy, N. C.—Granted mod. CP for extension of completion date to 2-10-48.

KFGO Fargo, N. Dak.—Granted mod. CP for extension of completion date to 2-28-48.

KOTE Omaha.—Granted license for new remote pickup station.

Fisher's Blend Station Inc. Area Seattle.—Granted license for change in eqpt. and power in remote pickup station KIEL. Also granted license for new remote pickup station.

Crosley Broadcasting Corp. Area of Cincinnati—Granted mod. license for relays WLWE et al to operate in connection with FM station WLWA in addition to present operation with AM station WLW.

KWK-FM St. Louis.—Granted mod. CP to change type trans.

WCOV Montgomery, Ala.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates, as shown: KPOR Riverside, Calif., to 7-19-48; WKOK-FM Sunbury, Pa., to 4-25-48; WOC-FM Davenport, Ia., to 5-12-48; KPRO San Jose, Calif., to 5-16-48; WCAU-FM Philadelphia, to 4-15-48; KROC-FM Rochester, Minn., to 5-1-48; WSVA-FM Harrisonburg, Va., to 7-29-48; WIBA-FM Madison, Wis., to 4-11-48; WLAV-FM Grand Rapids, to 4-12-48; WILN Area Arecibo, P. R., to 3-15-48; WBAL-TV Baltimore, to 4-21-48.

January 28 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1340 kc

Announced decision granting application of Brookhaven Bcstg. Co. Inc. for new station Brookhaven, Miss., 1340 kc 250 w unl. subject to cond. that applicant will within 60 days from date of action file application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards. (Comrs. Webster and Jones not participating; Comrs. Durr and Hyde dissenting).

ACTIONS ON MOTIONS

(By Commissioner Durr)

Crawfordsville Bcstg. Assn., Crawfordsville, Ind.—Granted petition to amend its application to change name of applicant to show addition to partnership of H. D. Philpott.

Bunker Hill Bcstg. Co., Boston—Granted petition for leave to amend its application to show resignation of George M. Creamer as vice president and director and withdrawal of his stock subscription, execution of supplemental subscription agreements to purchase stock relinquished by Creamer by two remaining stockholders, election of new director and increase in power from 1 to 5 kw.

Baker Bcstg. Co., Fresno, Calif.—Granted petition to accept late appearance in re its application.

The Easley-Fairfield Bcstg. Co., Easley, Ala.—Same.

Erie Bcstg. Corp., Buffalo, N. Y.—Granted petition for leave to amend its application to correct technical data etc.

Louis G. Baltimore, Wilkes-Barre, Pa.—Granted petition for leave to amend his application to specify television Channel 11 in lieu Channel 3, etc.

Cahokia Bcstg. Corp. Inc., East St. Louis, Ill.—Granted petition to dismiss without prejudice its application.

William J. Brennan, Winston-Salem, N. C.—Granted petition to dismiss without prejudice his application.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing in re application from Jan. 27 to Feb. 16.

Charlotte News Pub. Co., Charlotte, N. C.—Granted petition to dismiss without prejudice application.

Brunswick-Islands Bcstg. Co., Brunswick, Ga.—Granted petition to accept written appearance late, in re application.

Community Bcstg. Co., Corpus Christi, Tex.—Granted petition to amend its application to specify 250 w in lieu 100 w on 1400 kc unl.

WCBT Roanoke Rapids, N. C.—Granted petition to accept written appearance late, in re its application.

Don Lee Bcstg. System, San Diego, et al—Granted petition for leave to amend its applications to change name of applicant from Don Lee Bcstg. System to Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System.

WOOD Grand Rapids, Mich.—Dismissed as moot petition requesting that Commission correct certain orders with respect to consolidated hearing designated Dec. 19.

WCAP Asbury Park, N. J.—Accepted late notice of intention to participate in oral argument on proposed decision in re Dockets 5778 and 6145.

Robert Burdette, San Fernando, Calif.—Granted petition to dismiss without prejudice his application for FM station on cond. that petitioner file within 15 days from date affidavit conforming to requirements of Sec. 1.366 of rules.

Union-Carolina Bcstg. Co., Union, S. C.—Granted petition for continuance of hearing from Feb. 10 to March 22 in re Docket 8074.

Live Oak Bcstg. Co., Live Oak, Fla.—Granted petition for continuance of hearing from Feb. 4 to March 26 in re Doc. 8117.

Kansas City Bcstg. & Television Co., Kansas City, Mo.—Granted petition for continuance of hearing now scheduled for March 15 to March 26 at Kansas City.

KGDM Stockton, and Sacramento Bcstrs. Inc., Chico, Calif.—Granted joint petition for continuance of hearing from Jan. 26 to March 25.

WILS Lansing, Mich.—Granted petition to take deposition in re application.

Foundation Co. of Washington, Washington, D. C.—Granted in part petition for continuance of hearing originally scheduled for Dec. 23, and hearing was continued to March 30.

Robert F. Wolfe Co., Fremont, Ohio—Granted petition to accept late appearance in re its application.

Valdosta Bcstg. Co., Valdosta, Ga.—Granted petition to extend time to file proposed findings, and time was extended to 20 days from this date.

All-Okla. Bcstg. Co., Tulsa, Okla.—Denied petition to enlarge issues in proceeding in re application of KUOA Inc. Also granted petition for leave to amend its application to change trans. site, change N power from 25 kw to 10 kw, etc. Also granted petition for leave to amend its application to show changes in articles of incorporation and by-laws.

Nichols & Warinner Inc., Long Beach, Calif.—Granted petition for leave to amend its application to add supplemental engineering data with respect to area and population proposed to be served.

Alhambra Bcstrs. Inc., Alhambra, Calif.—Granted petition to amend its application to add supplemental engineering data with respect to area and population proposed to be served, etc.

WMRO Aurora, Ill.—Denied petition for leave to amend its application to specify different ant. site, etc.

The New Britain Bcstg. Co., Hartford, Conn.—Granted petition to amend its application to change location of proposed main studio from Hartford to New Britain.

KUOM Minneapolis, Minn.—Granted petition for return to petitioner of application and exhibits attached thereto, which was dismissed without prejudice July 13, 1946.

WFMJ Youngstown, Ohio—Granted petition to change hearing issues in re its application and issues No. 1 and 3 now designated for hearing in proceeding were deleted.

Lake States Bcstg. Co., Milwaukee, Wis.—Granted petition to amend its application to show W. J. Sawyer as president, director and stockholder change in stockholding of Mrs. Rose Sawyer and resignation of Moe B. Hillman, president and director, etc.

Louis G. Baltimore, Wilkes-Barre, Pa.—Dismissed as moot petition for earlier hearing date in re his application.

WTOP Washington, D. C.—Granted petition to intervene in the proceeding on application of WJBK.

(*Continued on page 70*)

GOP Mike Tips

INDOCTRINATION in effective use of radio is given Republican candidates for political office in a new pamphlet issued by the Republican National Committee. Titled "*The Microphone and You*," the booklet offers advice on various phases of speech-making and describes the technique of political broadcasting.

IT'S NO SECRET . . .

Time Buyers with vision have discovered that

WNEB

delivers more listeners per dollar in the third largest city in New England . . .

WORCESTER MASSACHUSETTS

Represented By:

Adam J. Young Jr., Inc. and Kettell-Carter

WARL Asserts Lottery Show Contains Larger Element of Skill Than Chance

WARL Arlington, Va., defending its *Dollars for Answers* against suspicion of lottery [BROADCASTING, Oct. 20, Dec. 1, 1947], told FCC last week that the program is devoid of one of the three basic elements of lottery, is predominantly a contest of skill, and consequently does not violate the lottery provisions (Sec. 316) of the Communications Act.

"It is the universally accepted rule that the elements of a lottery are (1) prize; (2) chance; and (3) consideration," Frank U. Fletcher, Washington radio attorney and half owner of WARL, declared in a brief. "The absence of any one of these elements is sufficient to take a broadcast program out of the lottery category. . ."

In its decision on the case, the first of its kind but reportedly to be followed by similar proceedings involving other stations, the Commission may set the pattern for its future handling of programs which appear questionable in the light of Sec. 326.

Cites Factors

WARL's brief, setting forth the findings which the station felt FCC should make in the case, reviewed court rulings with respect to lotteries and gift enterprises, and the factors of "chance," "consideration," and "prize."

The program, sponsored by Zlotnick the Furrier and carried every half-hour, involves the broadcasting of a question and its answer. Then a telephone number is called; if the person answering the telephone can answer the question correctly, he receives a cash prize ($2 minimum, which accumulates whenever a person fails to give the right answer; the maximum reached before Oct. 31, 1947, was $348).

WARL conceded that "there is no question but that the element of prize is satisfied in the program." The station also conceded that "chance" is involved in the selection of telephone numbers, though it insisted that "random selection has never been considered a ground for holding that such shows are in any way susceptible of being termed lotteries."

Further, the station said:

No money, or any other item of value passes from the participant in "Dollars for Answers" to Station WARL or the sponsor. . . . The only requirement is that the participant answer the phone and answer correctly the question put by the announcer during the course of the program.

While it is true that the answer to the question is given over the air prior to making the phone call, there is no requirement that the participant be listening to the station . . . or that he do anything other than being able to answer the question.

The show-cause order may be taken to indicate that the Commission is here proceeding on the assumption that the only way a participant could win would be through having heard the answer over WARL. Records kept by the station . . . establish that 44.7% of the winners between April and October 1947 were not listening to WARL at the time of the call.

The brief noted that 4,391 contest calls were made between April 14 and Oct. 31; 5.8% produced a busy signal; 32.16% went unanswered, and 59.07% were answered by persons who did not answer the question correctly. Of the 2.92% who gave correct answers, 44.7% were not listening to WARL when the question and its answer was given.

New WNBT Transmitter

A NEW RCA TT-5A video transmitter is being installed in the Empire State Bldg. where, when FCC authorization is obtained, it will replace the pre-war TT-1 model presently used by WNBT, NBC video station in New York. New unit, first postwar RCA television transmitter to come into New York, radiates both sound and video signals from a single antenna, the video signal at up to 5 kw, the sound at 2.5 kw. Change will be made without interruption to WNBT's program service, according to O. B. Hanson, NBC vice president and chief engineer. The old transmitter will be kept for use as an emergency standby unit.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Allied Arts

JAMES E. SAYERS, who resigned as client executive of Audience Research Inc., New York, effective Feb. 1 plans to leave immediately for California to attend personal matters. Mr. Sayers, who was with the company for two years, will be replaced by **JAMES L. WOLCOTT,** vice president and general manager in the Princeton, N. J. office. Mr. Wolcott will be located in New York as vice president and client executive.

AUDIO DEVICES Inc., New York (producer of recording discs), has announced opening of West Coast office at 844 Seward St., Hollywood, Calif. **ALAN H. BODGE,** of New York office sales department will manage Hollywood office.

Mr. Bodge

TELEVISION FASHIONS ON PARADE, new production company, with headquarters at 551 Fifth Ave., New York, is making its video debut by producing Friday night fashion series on WABD New York, sponsored cooperatively by group of designers and manufacturers of women's wear. **LEON ROTH** is president of the production company; **EDWARD CORNEZ,** vice president; **M. FINK,** treasurer; **CHARLES CAPLIN,** secretary.

HAL WILSON PRODUCTIONS, Hollywood, is offering new 15-minute transcribed show, "Club Continental," featuring Illona Massey with Jerry Fielding and orchestra.

U. S. TELEVISION MFG. Co. has appointed Rumsey Electric Co. as its Philadelphia distributor and Domestic Heating & Equipment Corp. as distributor of UST video sets in Cleveland. Company formerly was represented by factory representatives in those areas.

A. V. DUKE, Zenith Radio Corp. employe for 20 years, has been appointed assistant sales manager.

GARRY J. CARTER Inc., radio production firm, formerly located at 67 W. 44th St., New York, have moved to new offices at 23 W. 47th St., New York. Telephone: Chickering 4-5058.

JERRY FRESHMAN, with Chicago's Ambassador East & West hotels and Kirkeby hotel chain for many years as public relations director, has joined William R. Harshe Assoc., Chicago public relations firm, as manager.

JOEL M. HOLT, former chief announcer for WMMW Meriden, Conn., has joined Herbert H. Foster & Assoc., New York and Canada, public relations firm, to head newly-created radio, television and special services department. Prior to his WMMW affiliations Mr. Holt was with Peck Adv., and before that with KGU Honolulu.

IRVING WEILL, musical director of Basch Radio & Television Productions, New York, and prior to that with Decca Records Inc., New York, has been named a Basch account executive.

BERENICE LAWRENCE has been named American sales representative of Grace Gibson Radio Productions, Australian radio production firm.

CARL HAVERLIN, head of Broadcast Music Inc.,, arrives in Los Angeles Feb. 7 for 10 days conferences.

BOB LONGNECKER, radio director of Sam Jaffee Agency, Hollywood talent firm, resigns effective March 1 to enter television as independent film producer for video.

EVANS PLUMMER, publicist with Bernie Milligan office in Hollywood for past six years, has resigned to form his own independent operation to be known as Contact: Hollywood.

JIM LUNTZEL, independent publicist, has formed office of Luntzel Inc., 7509½ Sunset Blvd., Hollywood. Telephone: Hempstead 9375.

TABLE MODEL Victrola radio-phonograph combination (Model 77U), featuring largest speaker ever employed in comparable RCA Victor instrument and 50% more power output than is usual in such instrument, has been announced by **RCA Victor's Home Instrument Dept.** Instrument has six tubes and one rectifier and suggested retail price is $99.50.

Radio's Therapeutic Use Discussed by N. Y. Firm

THE USE of television and aural radio in therapeutic and psychiatric cases by schools throughout the country was disclosed last week by Dynamic-Electronics Inc., New York.

The company said it has sold approximately 700 portable radios, television receivers, recorders and portable radio-phonograph combinations during the past six or seven months to about 35 schools in the United States. Reactions to and evaluations of true-to-life situations have been determined through recordings, and aural and television programs, the firm said. It added that this trend—the use of radio—in psychiatric treatment and in youth education has been recommended by doctors and psychiatrists as a new and improved method of approach.

ASK YOUR PETRY MAN

About Availabilities in the YANKEE NETWORK News Service Editions at

8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Attention—Commercial copy and continuity writers in Iowa and surrounding states. KRNT, the Cowles ABC station in Des Moines, has an opening for a topnotch writer who can turn out successful selling copy and scripts that display originality and showmanship. Must have at least three years experience. Salary commensurate with abilities and experience. Don't expect to get rich; however, a chance to join a nationally-known radio operation. Send sample copy and scripts with photo and references to KRNT, Register and Tribune Bldg., Des Moines, Iowa.

Sales manager — Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, marital status, etc., in reply. Box 382, BROADCASTING.

Long established northern California network affiliate interested in enlarging staff. Tell what you want and what you can do. Box 419, BROADCASTING.

Manager for 250 w station. Central California. Must be experienced in sales and programming. Box 430, BROADCASTING.

Transmitter supervisor capable of assuming responsibility for 5 kw transmitter and directional antenna. Box 473, BROADCASTING.

Wanted—Announcer with good, deep, selling voice who can handle everything from news to hillbilly. Must be cooperative and willing to work. Send transcription and references. Write Box 521, BROADCASTING.

Salesman—Opportunity to make more than $500 per month at leading station, good market, good programs and staff to back up sales work. Liberal draw to start and opportunity for advancement. Only men with proven record considered. Full details in first letter. Box 483, BROADCASTING.

Salesman—An old established Florida broadcasting station in first class market has opening for first class man or woman in sales department. Permanent and profitable position for right party. Write giving background and experience. Box 501, BROADCASTING.

Time salesman for midwest regional station in prosperous noncompetitive market. Position open immediately. Give full details on background, previous position, references, etc. Box 510, BROADCASTING.

Chief engineer and operators with radio-telephone 1st tickets for WUSN fulltime 250 watter in Charleston, S. C. Perfect working conditions. Studio, transmitter and offices in one building. Good pay. Replies confidential. Box 514, BROADCASTING.

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Help Wanted (Cont'd)

Excellent opportunity—For a good radio salesman or a young ambition man, with a progressive newspaper owned radio station with a splendid 20 county coverage on 560 kilocycles. We need a salesman to work exclusive territory just filled with prospect. $50.00 weekly drawing account, car allowance and commission. Fine hunting and fishing just 50 miles south of Norfolk, Va. Send complete background details, references and recent picture to Box 546 BROADCASTING.

Woman—Married or unmarried to act as secretary-bookkeeper. Job open in 30 days approximately. Must know handling of sales orders. Job will lead to assistant managership in one of south Texas' outstanding, though young, stations. Housing provided, salary excellent. Age 30-35 preferred. KURV, Edinburg, Texas. Mr. Aiken.

Salesman wanted for one of southeastern North Carolina's most progressive and successful 250 watters, network affiliate. Must understand farming communities and have automobile. Salary and commission. This is an excellent opportunity for a man who can produce. Please send references and sales history with letter. Write Box 520, BROADCASTING.

Immediate openings for transmitter engineers with car. Rush particulars to Chief Engineer, WIRL, Peoria, Illinois.

Operator-announcer. Must have license although technical ability secondary. Send disc and photo to KSYC, Yreka, Calif.

Announcer—1000 watt regional network station has opening for experienced announcer. Salary above average. Talent extra. Send qualifications, photo and transcription to Program Director, WFDF, Flint, Michigan.

Combination announcer - engineer wanted by 1000 watt NBC station in citrus section of Florida. First class license required. No floaters wanted. Send complete information including audition record of voice. Permanent job. WLAK, Lakeland, Florida.

Announcers. Expanding schedule and impending FM operation WTNS, Coshocton, Ohio, 1 kw, daytime, requires two staff announcers. 40 hour week. Good base pay. Experienced only. Send disc, picture, background to Bruce Wallace, Manager.

Announcer—1000 watt regional station has opening for experienced announcer for all-round duties. Excellent opportunity and good future for right man. Send qualifications, photo and audition disc to Program Director, WKAN, Kankakee, Illinois.

Chief engineer, 1000 watt daytime Mutual affiliate. Excellent working conditions. All new equipment. Profit sharing plan. Contact Henry Sullivan, WDSC, Dillon, South Carolina. Give details of experience and state expected salary.

Announcer—A good opening for experienced announcer. Send qualifications, photo and transcription to Program Manager, WMC, Goodwyn Institute Building, Memphis, Tennessee.

Engineer wanted, good salary, good working conditions. Salary $1.00 per hour and time and half overtime, guaranteed salary $45.00 per week. Write, call or wire Ward A. Coleman, General Manager, Radio Station WENC, Whiteville, N. C.

Morning man—Experienced, convincing salesability. 5 kilowatt southern CBS affiliate. Minimum $75 weekly. Wire or write. Box 532, BROADCASTING.

Help Wanted (Cont'd)

Salesman—Young man, experienced in radio time sales, to sell and service local accounts for a small New England network affiliate. Must have car. Permanent position with opportunity to train for managerial position. Give previous experience, education, references, compensation, etc., first letter. Box 533, BROADCASTING.

Small, independent station, excellent plant, needs manager with actual time-selling and program-management experience to make station a real local institution. Fine opportunity. Healthful, dry climate. Give us all details about yourself. Box 540, BROADCASTING.

Program and traffic manager—Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, marital status, etc., in reply. Box 383, BROADCASTING.

Announcer—5000 watt NBC affiliate expanding staff has opening one additional topflight announcer thoroughly experienced all phases programming. No beginners considered. Send audition disc and complete information including expected earnings. WSAV, Savannah, Georgia.

Recently established MBS station—Making some changes in staff. Needs very good staff announcer and competent continuity writer. Good working conditions in nice city, ideal climate. Complete information with audition disc or sample of continuity first letter. KSET, 307 Mills St., El Paso, Texas.

Experienced chief engineer, also combination man, engineer-announcer, with experience in announcing. Send work history, reference, photo, salary expected. WMJM, Cordele, Georgia.

Young salesman. Eager to learn radio sales with opportunity to learn all phases of radio. Drawing account against commission. WHOB, Gardner, Massachusetts.

First Class operator with some experience wanted by 250 watt daytime station. Single man preferred, should have car. WLPO, LaSalle, Illinois.

Commercial manager—for 250 watt MBS affiliate in single station city of 40,000. Real opportunity for right man with eye to future. $75.00 weekly drawing account against commissions. Send photo and complete details to L. H. Peterson, WSSV, Petersburg, Virginia.

Like to dig? We need a good experienced digger-upper of advertisers. Contact Bill Malone, KTYL, Mesa-Phoenix, Arizona.

Announcer wanted. Experienced. Send disc and salary requirements. Wire, write or call J. Eric Williams, WGAT, Utica, N. Y.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

New York State network affiliate has openings for two experienced announcers. Send disc, photo and other data in first letter. Box 563, BROADCASTING.

Announcer—For most modern independent station in south. Very competitive area. Good voice. $50.00 for 40 hours. Raises. Box 564, BROADCASTING.

• **$100.00 WEEKLY GUARANTEE. 15% COMMISSION to dignified, personable sales-promotion man for new FM station in rich, heavily populated midwest city. Must have successful record. POSITION FOR COMMERCIAL MANAGER STILL OPEN.**

BOX 519, BROADCASTING •

Mutual fulltime station needs dependable announcer with two years' minimum experience. Start $50. Send letter only, no disc, containing background, references, and pic to Todd Branson, Program Director, KENT, 311 Milam Building, Shreveport, Louisiana.

Situations Wanted

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Situation Wanted—Combination engineer-announcer, 10 years experience all phases. Stress baseball, play-by-play sports. Transcription available. Box 412, BROADCASTING.

Manager—Installed and now directing FM station in metropolitan area. Complete background all phases of radio. Sales, promotion, programming. Consider west of Mississippi only. Available on 30 days notice. Box 440, BROADCASTING.

Continuity writer or editor—Young woman, competent commercial and program continuity, seeking position progressive network affiliate, eastern or midwestern city. Loyalty, enthusiasm, initiative, plus varied radio background, college degree. Write Box 443, BROADCASTING.

Experienced engineer, some announcing if necessary. Please give details, city and station first letter. Box 467, BROADCASTING.

Two experienced engineers, one now working 250 watter; other 5 kw station. Were buddies during war, want to work together. Both graduates of good radio engineering school, both want place to settle permanently. One married, other single. One has held chief engineer's position in 250 watt station. Box 470, BROADCASTING.

Script-continuity writer. Young family man has over two years experience in all types of radio writing. Also, capable of handling disc jockey program. Box 477, BROADCASTING.

Available in May for responsible radio position. Program directorship or news editing preferred. Write Box 480, BROADCASTING.

New general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

Wanted—Radio news work on graduation from college in February. Vet, 26, married. Experience newscasting, editing, writing and reporting. Ambitious, capable, desire position with future. Box 492, BROADCASTING.

Engineer, experienced AM & FM, transmitter and control, network and independent, directional antennas. Some announcing. $60 minimum. Prefer south or west. Please give details town and station first letter. Box 499, BROADCASTING.

Veteran, 25, married, graduate of broadcasting school. Handle any announcing. Good knowledge of sports. Anxious to connect with small progressive station where willingness and hard work will lead to advancement. Salary, location no object. Record and photo on request. Box 512, BROADCASTING.

Engineer. First phone; would welcome opportunity to learn announcing. 300 mile radius New York. Box 513, BROADCASTING.

Announcer—3 years experience. Versatile. Good disc man. Desire opportunity premanancy. Underscore opportunity permanancy. Married, veteran, college. Now employed network affiliate. Disc, photo, details. Box 516, BROADCASTING.

Farm program director, 15 years experience country newspapers, agricultural writing and farm broadcasting on 5 and 50 kw stations, desires connection with progressive station whose management interested in developing sound farm service programs. Top recommendations from former employers, network officials, Federal and State agricultural officials and farm organization leaders. Box 518, BROADCASTING.

Northeast only for good announcer's position I offer experience in all phases, chief at 21, program director at 22. Ask for a sample disc. Box 522, BROADCASTING.

Salesman-announcer, veteran, age 30. Successful sales record at present station. Featured with several programs. Excellent personality. Prefer station in Oregon or Washington. Excellent references on request. Available February 15th. Box 523, BROADCASTING.

Engineer experience installation broadcast, police, FM, telegraph, mobile fixed. 30 to 1000 watts. Presently employed chief engineer 250 watt broadcast. Must move, accommodations locally unavailable. Box 524, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Small eastern station. Presently employed as technician with large network affiliate. Experienced in installation and design of studio equipment. College graduate, veteran, married. Box 525, BROADCASTING.

Sports announcer—Thoroughly experienced play-by-play, all sports. Looking for sports-minded regional station. If you have a good job for a good man, write Box 526, BROADCASTING.

General manager—My management of a local network affiliate has shown consistent sales and profit increases for seven years. I'm a close operator as far as expenses are concerned and know I can manage your operation successfully. Right now I'm making close to $10,000. Looking for good earning plus stability. If interested in good management, write Box 527, BROADCASTING.

50,000 watt and network announcer employed key midwest station desires change. East, Chicago or coast. Three years top disc shows. Married, veteran. Box 528, BROADCASTING.

Engineer—Young, single, RCA grad. First phone. Inexperience overcome by ability and versatility. Available March 1st. Anywhere. Box 529, BROADCASTING.

Studio engineer, well-rounded background-recording, remotes, full knowledge studio operation and maintenance, capable chief for small station. Salary and location important. Present position, associate chief. Prefer southwest. Box 530, BROADCASTING.

Engineer, 1st phone. 10 months experience with local. Single, vet. Desires permanent position. No car. Available 2 weeks. Box 531, BROADCASTING.

Disc jockey—Disc man, locally popular show, want to move up. Saleable show. Mostly music plus light, friendly chatter. Details Box 517, BROADCASTING.

Stenographer wants girl Friday job, eastern or middle western station, with chance to do writing and program work. Had two years' radio experience, knows station routine, produced kids' program. Now employed by FCC; familiar with FCC rules and regulations. Box 534 BROADCASTING.

Staff announcer—Young, single. Versatile experience, including, news, sports, record shows, etc. Board operation. No ticket. Prefer west; consider all others. Box 535, BROADCASTING.

Licensed engineer—Eight years experience. Can build and operate local. Handle some straight announcing. Young family man, desires advancement. Now in Michigan. Box 537, BROADCASTING.

Salesman. Real producer. Solid experience. Familiar with all phases radio operation. Best references. Box 538, BROADCASTING.

Position as announcer-feature and commercial. Can also do dialects. Will go anywhere. Can send disc of voice. Box 541 BROADCASTING.

Engineer— First phone, three years Emier and control experience, college, single. Available customary notice. Box 542 BROADCASTING.

Program director-announcer-scriptwriter with year's experience and car wants permanent location so can get married. Also selling. Specialized sports, news and programming, but experience disc shows, remotes and live talent. Three years Ga. Tech. Age 25. Will travel. Prefer announcing and programming. Disc and photo on request. Box 543. BROADCASTING.

Young woman desires position as announcer on women's programs. Fully trained in all phases at leading radio college. Midwest preferred, but will travel. Monica Montalto, 317 N. Central Park, Chicago.

Are you looking for me? Announcer, vet, 27, married. Experience at vet hospital station. Also, attended Chicago radio college. Willing to travel anywhere. Photo, disc, recommendations available. Tom Kassel, 220 S. Lincoln, Westmont, Illinois.

Attention—Personable, young, single, announcer with three years radio experience interested in becoming associated with progressive station as salesman. Aggressive, congenial, neat appearance. Box 536, BROADCASTING.

Have first class license, would like work as engineer in broadcast station in middlewest. Harold Howard, 341 N. Ash, Wichita, Kansas.

Situations Wanted (Cont'd)

Announcer—Two years experience in platter shows, news and musical directorship. Disc and references, including present employers'. Preferably points north along eastern coast including Virginia. Write to Ray Sinclair, WJNC, Jacksonville, North Carolina.

Experienced time salesman available to west coast stations only. You say where for personal interview after 15 February. J. Castor, KMYR, Denver.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Do you want a good sports announcer who can double in any type show you desire, can get interviews and can get good "hot" new stories plus highly recommended play-by-play? Then let me hear from you. Must get $65 per week plus talent. Presently employed. Box 556, BROADCASTING.

Staff announcer—Young versatile vet, run control, thorough independent experience. Also, trained Radio City school. Available immediately. Disc. Box 552, BROADCASTING.

Advertising man, 31, single, 13 years newspaper and radio experience. Now managing 250 watt daytime station. Reply Box 550, BROADCASTING.

Do you need a sports announcer? Young announcer now employed by NBC station in the south, where announcers do everything, would like to work for progressive sports-minded station. Box 549, BROADCASTING.

250 watter only—Are you looking for an inexperienced announcer with possibilities? Radio school graduate, no genius. Disc available. Contact John Somers, R 2, Elgin, Illinois or Phone Elgin 9830Y-3.

Chief engineer available February 28th. Prefer southwest for child's health. Best references. C. W. Jones, 910 N. 25th Street Paducah, Ky., Phone 3045M.

Announcer—program director. Good ideas, pursuing courses in television production evenings, desires connection within commuting distance New York City. 3 years commercial experience. Box 553, BROADCASTING.

Television—Valuable young writer-editor, 22, script and copy, employed, seeks tele connection. Directing, producing, talent experience. Film, radio, college background. Will travel for television opportunity. Box 554, BROADCASTING.

Commercial-continuity writer, 5 years basic network experience. Experienced announcer. Veteran, college grad. Box 555, BROADCASTING.

Announcer. Single, vet, 31. Reliable, ambitious. Year's training large Chicago radio school. Knows sports. Disc, photo available. George Dagras, 2625 W. Ogden, Chicago 8, Illinois. Crawford 3617.

Announcer-Single vet, experienced and reliable. Prefer middlewest, but consider anywhere. Best references. Box 560, BROADCASTING.

Engineer—1st phone, single, RCA grad, veteran. Looking for start. Consider any proposition. Will locate anywhere. Box 559, BROADCASTING.

Sports announcer wants baseball play-by-play job. Long experience. Salary reasonable. Box 558, BROADCASTING.

Program director, now employed in south, looking for new opportunity in north, preferably. Five years broadcasting experience, two years in present position. Experienced sportscaster, football, baseball, basketball play-by-play. All-round announcer, with ability to produce. Will listen to any reasonable proposition. Box 557, BROADCASTING.

Radio script writer, NYU School of Radio graduate seeks staff opportunity. Musical continuity experience, languages, research, monitoring. Desires 250 mile radius New York City. Box 371,, BROADCASTING.

Singing commercials, amateur, but ambitious. New York City or Washington, D. C. Box 569, BROADCASTING.

Transmitter engineer with AM-FM construction experience, might consider chief's job. Now employed. For full informatoin address Box 568, BROADCASTING.

Situations Wanted (Cont'd)

Copywriter, single, experienced all types. Progressive station anywhere. Box 562, BROADCASTING.

Program director available immediately. Two years experience all phases station operation. Good voice, dependable, can write continuity. Consider any location. Box 183, Highgrove, California.

"Live" package—For sale—Woman who is package show in herself. Writer, director, actress, announcer. College grad. New York City area. Box 565, BROADCASTING.

3-MAN
TELEVISION PRODUCTION
UNIT

●

Two years top experience. Ideal for agency or station.

1. *Producer-director*
2. *Writer-Musician*
3. *Sales-coordinator-contacts.*

Available February 16

Wire or write

BOX 551, BROADCASTING

EXECUTIVE AVAILABLE

20 years broadcast experience, all phases, sales programming, promotion and public relations. Desire managerial position with new or established progressive station east, south or middlewest. Top references. All replies considered and will welcome requests for interview. Your details, please. Box 561, BROADCASTING.

For Sale

For sale—Western Electric model 503B-1, 1 kw FM transmitter in excellent condition, also two new 155 ft. type 78 Wincharger towers complete with lighting. Box 347, BROADCASTING.

For sale and immediate delivery, 1 model F Presto recorder, in excellent condition. This piece of equipment has been in use only 3 months. Price: $1500. Box 471, BROADCASTING.

Carolina 250 station for sale, reply Box 515, BROADCASTING.

Rek-O-Kut 2 speed recording motor and turntable. Excellent condition. Box 539, BROADCASTING.

Two Presto 8-D recorders, one Presto 88-A amplifier. Used very little; age eight months. Perfect condition. Nice discount. Box 544, BROADCASTING.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. General Radio frequency monitor crystal for monitoring 1340 kc. Two RCA TMV 129-B crystals with heaters, one for 1340, one for 1310 kilocycles. Approximately 7000 ft. No. 8 bare copper ground wire. Approximately 200 lbs. 18 gauge 3 inch soft copper strip. All available immediately WSAV, Savannah, Georgia.

Complete modern station set-up. Studio, control room and recording equipment. Original price $35,000. 60% off. For details, Industrial Information, 2611 S. La Cienega, Los Angeles 34, Calif.

For sale. 250 watt fulltime station, 1230 kc Idaho Falls, under CP. Write P.O. Box 1261, Idaho Falls, Idaho for information.

For sale—Must sell 10 kw transmitter. Composite, but depedable. Wire or phone Mark W. Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Must sacrifice, brand new, GR modulation and freq. monitors, Raytheon console, RCA universal pickups, turntables. 320 Glenn Ave., Fresno, Calif.

For Sale (Cont'd)

RCA 250-K transmitter, in excellent condition, available because of move to higher power, reasonably priced. Radio Station WJHP, Jacksonville, Fla.

RCA 250-E transmitter; 170 foot Lehigh self-supporting tower complete with base insulators and lighting equipment; composite antenna tuning unit; remote metering kit; six foot equipment rack; 170 feet 7/8 inch coaxial line buried in ground. This equipment just taken out of service due switch to new location and taller tower necessitated by addition of FM. Transmitter includes set of tubes which were in service and more than one set of spares. First $3000 buys entire lot. KTEM, Temple, Texas.

For sale—Very reasonable, a 250 RCA transmitter, Wincharger tower, etc. Reason for selling going to 5000. ontact James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama.

For sale—800 ft. 7/8 inch 72 ohm Communications Products coaxial line in factory cases, at current market price. Radio Station WLOH, Princeton, W. Va.

Tower construction and maintenance available now. Ace Hi Tower Construction Company, H. C. Tant, Manager, Offices at WROM, Rome, Georgia, Phone 9075.

186 foot Ideco tower, complete with lighting and insulators. F.O.B., Newport News, Virginia, $2400.00. Available about March 1. Contact Chief Engineer, WGH, Newport News.

For sale—15-A and 90-A Western Electric units. When used together constitute the 309-B 500 watt transmitter. Good condition If interested contact Sergeant Ralph McNail, Communications Bureau, Department of Police, 1200 Clark Avenue, St. Louis 3, Missouri.

For sale—New towers, any height, immediate delivery. Write ,wire or phone 8503. John Greene ,Mid-South Tower Company, Southern Pines, N. C.

For Sale—180 foot self-supporting International tower with lighting system. Excellent condition. Write or wire WMLT, Dublin, Georgia.

1 No. 308-B Dumont scope-factory guarantee; $175.00; 5 No. UL-1DA Universal RMC complete as is, $90.00 each, $385.00 for all. If scope bought with 5 arms-complete lot $535.00 Contact KOPO, Tucson, Arizona.

For sale—15,000 feet half-inch copper ribbon; $200.00. Chief Engineer, WKYB, Paducah, Ky.

FOR SALE

SOUTHERN NETWORK STATION

A well operated fulltime 250 watt station that is showing nice earnings which are steadily increasing. This station has a good network affiliation.

Located in one of the South's substantial agricultural and manufacturing markets. Price $70,000.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 2-5672

Wanted to Buy

Station in small market now operating at loss or CP anywhere. Box 422, BROADCASTING.

Wanted—1 kw transmitter. With or without complete broadcasting station equipment. Will buy 200 foot tower. Give price. Box 547, BROADCASTING

General Radio type 516-C or 916-A RF bridge. Box 458, BROADCASTING.

Small station. Northeast. Box 543, BROADCASTING.

Wanted—250 w transmitter and complete station equipment. Box 548,

(Continued on page 64)

Wanted to Buy—(Cont'd)

One RCA MI 4875 pickup kit complete. State price and condition. KXRO, Aberdeen, Washington.

Used RCA 1000 watt transmitter or 1000 watt amplifier. Will consider trading RCA 250-K if desired. WSAV, Savannah, Ga.

Wanted—Used equipment—23,000 feet ground wire, Presto 10-A turntable chassis, General Radio 732 distortion meter and oscillator, rack mounted communications receiver, 44 BX microphone, 30 ohm, RCA relay rack, twin jack patch strips, five inch or larger oscillograph. Wire age, condition and lowest price to George Weiss, WBBQ, Augusta, Georgia.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Yours, two dollars each five dollars top photographic course sold. Arthur Cooper, WVOS, Monticello, N. Y.

Advertising RADIO Advertising
Copy for 12 direct mail letters. Business building campaign to advertisers and prospects. Exclusive to locality. Phrases as vibrant as a trout plucked from a mountain stream. They TELL—They SELL. Price $10, sent on approval or return.
CHARLES HODGE ALLEN
Radio Advertising Specialist
Selma, Alabama

A GREAT OPPORTUNITY
FOR THE RIGHT MAN

Wanted a good program director with a proven record in independent or network station operations. If you are practical in your programming, if you know what it takes for a program to click with listeners (remember Mr. Hooper), if you are an idea man with the know-how to make your ideas work in saleable programs—if you have all the other attributes of a good program director such as the ability to manage a program department, handle personnel tactfully, then you are just the man we are looking for to pay a salary commensurate with the qualifications we have set to program a large metropolitan network affiliate. Your first letter should include complete details as to past positions, salaries, date available, photo, etc. Personal interview will follow.

BOX 567, BROADCASTING

HERE IS architect's drawing of proposed new Radio Center Bldg. which will house WMPS Memphis, and later its FM and television facilities. Granite and Indiana limestone will be used on the modern exterior. The building, according to Walgreen's, drug firm which is erecting it, is expected to cost more than $600,000. WMPS, occupying third floor, may spend an additional $100,000. Station's $250,000 transmitter plant began operation Sept. 21.

Three Radio News Clinics Are Arranged by NAB

SERIES of three radio news clinics, at which newest methods of obtaining, preparing and broadcasting news will be discussed, will be held Feb. 16-18 under direction of Arthur C. Stringer, NAB Director of Special Services. Clinic chairmen have been announced by Campbell Arnoux, WTAR Norfolk, NAB District 4 director. Clinics are open to all broadcasters who desire to attend.

John S. Phillips, WGKV Charleston, W. Va., is in charge of the Feb. 16 clinic at the Daniel Boone Hotel, Charleston. James Clark, WRVA Richmond, is arranging the Feb. 17 clinic at Hotel John Marshall, Richmond, Va. Jack Knell, WBT Charlotte, is in charge of the clinic to be held Feb. 18 at the Hotel Charlotte.

KERN-FM on Air

KERN-FM Bakersfield started its operations Jan. 24 on 94.1 mc, channel 231, with 7 kw ERP. Utilizing a two way square loop antenna mounted atop the station's AM tower, daily broadcast schedule is 3-9 p.m. Broadcast material will consist of music plus possible network programming carried by CBS affiliate's standard station.

INDEPENDENTS FORM CONNECTICUT GROUP

THE NEW GROUP of independent Connecticut stations, known as "Connecticut's Independent Broadcasters," or CIB, is scheduled to start programming Feb. 7, with the origination of two state-wide programs. Stations included are: WAVZ New Haven, WCCC Hartford, WLCR Torrington, WMMW Meriden and WNOC Norwich.

Beginning Feb. 7, 11:30 a.m.-12 noon, and to be heard at the same time on successive Saturdays, CIB will feature a state-wide spelling bee in which students from secondary schools in the stations' areas will compete. Second "network" feature is a news roundup covering the state, with each member station contributing brief reports on the week's developments in the station's area. Program will be aired Saturdays, noon to 12:15 p.m., following the spelling bee.

Last minute details will be worked out at a meeting of CIB station managers, sales managers and program directors on Tuesday, Feb. 3, in the studios of WMMW. Program m.c.'s will also meet to discuss their participation. More such programs are planned for a later date.

CLASSIFIED RATE SCHEDULE

Effective February 16

Situations Wanted	*10c word—$1 minimum*
Help Wanted	*20c word—$2 minimum*
Other classifications	*25c word—$4 minimum*
One inch display	*$12 per inch*

3 words for the blind box number, no charge

WREN Finishes Transfer From Lawrence to Topeka

COMPLETION of its move from Lawrence, Kan., to Topeka has been announced by WREN, full-time AM station operated by WREN Broadcasting Co. Construction of new station facilities in Topeka has been under way for several months and the official Dedication Week for the new location was observed the week of Jan. 25.

Due to celebrate its 21st anniversary in April, WREN has commenced a long term promotion of its move in Topeka. Weekly features and special unit promotions will be featured through the April anniversary date, including special appearances of ABC shows in Topeka's municipal auditorium. Intensive campaign announcing the move was used throughout January, utilizing outdoor displays, magazines, newspapers, handbills and special tie-ins with local merchants.

Westinghouse equipment has been installed in the new studios and transmitter under the supervision of Carl Bliesner, chief engineer.

Hecht Signs Buffington

AL BUFFINGTON Co., Baltimore program and spot producer, has been signed by Hecht Co. Department Store, Baltimore, to handle its television production. Hecht Co. plans call for one telecast per week of the *Hecht House Party* with Mollie Martin on WBAL-TV Baltimore, to start in February, and twice-weekly telecasts of baseball games this summer over WMAR-TV Baltimore. Buffington Co. also handles all television production for Gunther Brewing Co. through the Gunther agency, Booth, Vickery and Schwinn. Series of 16mm video spots for the Kress Dairy has been completed by the production firm and a similar spot series for the Baltimore distributor of Philco Co., through Harry Patz Agency, is being produced.

Mr. Buffington

DISC JOCKEY

To take over high-rated, established shows. Proven past record, pleasing personality, knowledge of popular music required. No prima donnas or floaters. Top earning to topflight man. Outstanding middlewest, regional station. Tell complete story first letter.

Box 566,
BROADCASTING

Sponsors

GEORGE R. HERBERT, sales representative for Gaines Dog Foods in the East, has been named assistant sales manager of the Gaines Div. of General Foods Corp., New York.

OLDSMOBILE Div. of GENERAL MOTORS Corp., Detroit, Feb. 1 began sponsoring "Review of the News," weekly video newsreel summary," on WNBT TV New York, Sun. 7:30-8 p.m. Contract is for 13 weeks. Agency: D. P. Brother & Co., Detroit.

PAR SOAP Co., San Francisco, Feb. 27 starts weekly half hour "Answer Game" on KHJ Hollywood, in 26 week test. If successful, program will be extended to other stations of Don Lee Broadcasting System. Agency: Brisacher, Van Norden & Staff, San Francisco.

PEDIFORM LABORATORIES, Santa Monica (medicines in children's doses), has appointed Harry J. Wendland Adv., Los Angeles, to handle its advertising. Budget planned is $60,000. **LOWELL SMITH** is account executive.

DAWES BLACK HORSE BREWERY, Montreal (beer), Feb. 6 starts to April 30 on 13 French network stations "Connaissez-vous la Music?" Fri., 9-9:30 p.m. Agency: Vickers & Benson Ltd., Montreal.

DEGLIN-WOOD Inc., New York, has been appointed to handle advertising for Coblentz Bag Co., Ringling Brothers and Barnum & Bailey Combined Shows Inc., American League Baseball Club of New York Inc. (New York Yankees), and New York Yankees Football Club Inc., all New York. Definite campaign plans have not been set.

ELGIN NATIONAL WATCH Co., Elgin, Ill., has renewed its sponsorship of two Sunday evening video time signals on WCBS-TV New York, for another 26 weeks, running through June 27. Agency: J. Walter Thompson Co., Chicago.

WILF BROS. APPLIANCES Inc., Philadelphia, has appointed Solis S. Cantor Adv., that city, as television consultant. Firm is planning series of special events starting with telecast of "She Stoops to Conquer" from Hedgerow Theatre, Moylan, Pa., over WPTZ Philadelphia .

INTERNATIONAL HARVESTER Co., Chicago, April 7 switches "Harvest of Stars" from Sun. 2:30-3 p.m. on NBC to Wed. 9:30-10 p.m. on CBS. Agency: McCann-Erickson, New York.

PUREX Corp., Los Angeles, started today (Feb. 2) one-month four-weekly test spot campaign on southern California stations. If campaign is success, spot announcements will be extended to stations in other areas. Agency: Foote, Cone & Belding, Los Angeles.

FM on TV

TRANSMIRRA Image Definer Co., New York, manufacturer of pigmented screen designed to enhance television reception, has signed with WGYN(FM) New York for sponsorship of across-the-board hour show, "Melody Matinee" at 1 p. m. Firm feels since telecasts incorporate frequency modulation, plugging its screen on FM is ideal campaign. Transmirra also is using commercials on its television show on WABD, DuMont video station in New York, urging viewers to listen to its show on WGYN.

ESQUIRE INC., Chicago and New York (publisher of Esquire, Coronet and trade magazine Apparel Arts), has appointed Doherty, Clifford & Shenfield, New York, to handle advertising for all three publications, effective at once. Firm has used spot announcements in the past. Coronet also formally sponsored five-minute show on ABC. Newest plans under DC&S have not been revealed yet.

RAYMOND LABORATORIES, Toronto (Rayve Shampoo), April 29 starts for unspecified time, "Henry Morgan Show" on 23 Dominion network stations, Thurs., 10:30-11 p.m. Agency: James Fisher Co., Toronto.

GENERAL ANILINE and FILM Corp., New York, through its agency, Doherty, Clifford & Shenfield Inc., New York, will extend its campaign for Glim and Chat (liquid soaps) to Philadelphia and surrounding cities this week. Average of one to three spots a day is used on each station. Campaigns will open in Indianapolis, Detroit, and surrounding cities by mid-1948.

WESCO WATERPAINTS Ltd., Montreal, plans spot announcement thrice weekly in spring and autumn on large number of Canadian stations. Agency: Walsh Adv., Montreal.

POTTER DRUG & CHEMICAL Corp., Malden, Mass. (Cuticura), has appointed Masons United Radio Adv., Toronto, and starts in February five-minute thrice-weekly transcribed show for 39 weeks on 15 Canadian stations.

PERFECT CIRCLE PISTON RING Co., Hagerstown, Ind., has contracted to sponsor Indianapolis Speedway Race over MBS through 1950. This year's race will be started on May 31. Henri, Hurst & McDonald, Chicago, is the agency for Perfect Circle, which has sponsored the event since 1946.

GOLDEN PRODUCTIONS, Hollywood (general service studios), has appointed Buchanan & Co., Los Angeles, to handle national advertising campaign for its forthcoming movie "Texas, Brooklyn, and Heaven." **PAUL RADIN** is account executive. Spot announcements are planned with release of movie, probably sometime in August.

DOG RECORD BUREAU, Santa Monica, has appointed Bass-Luckoff of Hollywood, Los Angeles, to handle advertising for promotion of "Identicode Protection Plan."

FIRST ARMY has signed with six stations of Yankee Network for series of station breaks and one-minute announcements in interest of its recruiting drive. Stations signed are: WNAC Boston; WMTW Portland; WONS Hartford; WICC Bridgeport; WEAN Providence and WAAB Worcester. Agency: Dorland Inc., New York.

NATIONAL DRUG & CHEMICAL Co., Montreal (gin pills), has started five-minute recorded program, "Melody Lane," on number of Canadian stations thrice weekly for 21 weeks. Agency: McKim Adv., Montreal.

MOOR MOTORS, Laconia, N. H. (Studebaker dealer), has signed with WLNH Laconia, for sponsorship of the 7½ hours of silence from sign-off to sign-on of the daytime station, to promote "quiet ride to dreamland with a Studebaker."

CAMPBELL SOUP Co., New Toronto, Ont., Jan. 26 started for 52 weeks with 8-weeks summer layoff, "Club 15" CBS show, on 31 Dominion network stations, Mon.-Fri., 7:30-7:45 p.m., with repeat to Pacific coast 12:30-12:45 a.m. Agency: Ward Wheelock Co., Philadelphia.

CANADIAN INDUSTRIES Ltd., Montreal (paints division), starts 40 spot announcements in mid-February on number of western Canadian stations. Agency: Ronalds Adv., Montreal.

MICHIGAN BANK, Detroit (savings accounts), has signed with WXYZ Detroit, for sponsorship of "Sunday with George and Anne," Sun. 1:15-1:30 p. m.

VICK CHEMICAL Co., New York has started weekly video weather report series on WNBT New York, advertising Vatro-Nol and Vapor-Rub. Company also sponsors five-minute films on the station each Monday. Agency: Morse International, New York.

HARDIN CHEMICAL Co., Middletown, N. J. (home products) will begin intensive spot campaign in New York in March over several stations. Market-by-market schedule is planned, with local spot advertising accompanying each campaign. Agency: Cayton Inc., New York, with **WILLIAM CAYTON** as account executive.

BANNER-WHITEHILL Inc., Indianapolis., Muncie and Columbus, Ind. (retail furniture stores), has received 1947 Certificate of Commendation of Indiana Historical Bureau, in recognition of firm's program, "Best of the 48," aired on WFBM Indianapolis.

TYLER STUDIOS, Des Moines, has appointed Meneough, Martin & Seymour Inc., Des Moines, to handle its advertising. Radio will be used.

S. O. S. MFG. Co., Toronto (cleansers), has appointed Stewart-Lovick Ltd., Toronto, and tentatively plans radio campaign in spring.

SUPERTEST PETROLEUM Corp., London, Ont. (gasoline), is starting twice-weekly flashes for 26 weeks on large number of Canadian stations. Agency: Harry E. Foster Agencies, Toronto.

CARLOS ROSSI Inc., distributor in San Juan, P. R., for Johns-Manville products, has appointed McCann-Erickson's office in San Juan to handle advertising of its household and construction goods in Puerto Rico.

LAURENTIAN AGENCIES, Montreal (Air-wick), has started thrice-weekly spot announcement campaign on number of Canadian stations. Agency: McKim Adv., Montreal.

LYMAN AGENCIES Ltd., Montreal (Tintex), plans spot announcement campaign on major center stations throughout Canada in March. Agency: Ronalds Adv., Montreal.

COMMITTEE IS FORMED FOR BETTER TV FILMS

A COMMITTEE to explore the possibilities of securing more and better films for video use was formed by representatives of film producers, television broadcasters, advertising agencies and others last Monday at a one-day television film conference at the Commodore Hotel, New York. Idea of the committee was suggested by Irwin Shane, publisher of *Televiser* magazine, sponsor of the conference, after a number of speakers had discussed the problems of the preparation, legal clearance and use of motion pictures on the air.

Committee, to hold its first meeting early this month, possibly this week, comprises: Gustave Ober, WMAR (TV) Baltimore; Robert Paskow, WATV Newark; Al Mann, WPTZ Philadelphia; Al Zink, WRGB Schenectady; Martin Allen, WPIX New York; Jack Glenn, March of Time; Charles J. Basch Jr., Television-Screen Productions; Maurice T. Groen, Films of the Nations; Robert H. Wormhoudt, Official Films; Jay Williams, Film Equities; Melvin L. Gold, National Screen Service; Tom Wright, BBDO; Viola S. Becker; Sally Perle, Mesal Organization; Judy Dupuy, Radio Events; Edward J. Mallin, film library, New York State Dept. of Commerce.

Chester W. Kulesza, film and television production supervisor, BBDO, was program chairman of the conference, whose speakers included: Dave Grudebroh and Don McClure, N. W. Ayer & Son; Charles J. Durban, U. S. Rubber Co.; Mr. Wright; Miss Dupuy; David A. Badger, *16mm Reporter;* Paul Alley, NBC; C. D. Ford, E. I. duPont de Nemours & Co.; Mr. Zink, Mr. Mann and Mr. Shane.

UNIQUE!

Coming up! Laredo's gala annual Washington's Birthday Celebration, joining the U. S. and Mexico in the one and only International Carnival of its kind!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL *and* TSN ★

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

UNIQUE!

Another SCOOP for KPAB, Laredo's one and only radio station. What a chance for you to air your message during this annual high-spot of interest in this rich, isolated market of over 100,000 potential buyers! You can't cover Laredo without KPAB!

UNIQUE again! We'll soon be on the air with KAIR, on 10,000 watts, Laredo's first and only FM Station! Why not ask us more about it?

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

Programs

AUDIENCE-participation show with give-aways amounting to $1000 each program started on KQV Pittsburgh Jan. 28 under sponsorship of Kool Vent Metal Awning. Features of new show are labeled "Pet Peeves," "Quarters for Quotations," "Coppers for Whoppers" (fictitious and incriminating situation is built up for contestants and each must lie out of it, with prizes paid in pennies for best whoppers). "A Penny for Your Thoughts," and "Sing for Your Supper." Climax of show is "come as you are" feature, when a housewife is called on phone and conversation, which is broadcast, is interrupted as station representatives arrive at listeners home and whisk her to the studio "as is." Agency for Kool Vent is Rothman and Gibbons.

Public Opinion

NEW FEATURE of the "Meadville Forum of the Air," conducted on WMGW Meadville, Pa., is a semi-monthly forum sampling public opinion, with Hugh Cordier, public service director, in charge. Post-card ballots are taken by WMGW. First poll showed 55% against universal military training.

Freedom Train Essays

TO BUILD local interest for Freedom Train which will visit Kalamazoo, Mich. in July, WKZO that city has started new 26-week program inviting essays about the train. Each week, winning essay gets book containing articles and documents concerning the train and its contents. Grand prize of $50 will be awarded to best essay of the weekly winners. Reber H. Peterson, local realtor, sponsors series which is aired Thur. 6:30-6:45 p.m.

Newspapers Saluted

UNDER change in program format, new MBS Gabriel Heatter show is saluting a newspaper each week on its "Behind the Headlines" show. Taking role of newspaper editor, Mr. Heatter each Sunday salutes newspaper for its outstanding service to the community in which it circulates by basing evening's story on small item or story which appeared in paper. Program is aired on MBS, Sun., 6:30-7 p.m. (CST).

Psychologist on TV

TIPS to husbands and wives on best methods of getting along together and helping each other were offered by Dr. George W. Crane, noted psychologist, when he appeared on recent video program of KSD-TV St. Louis. Dr. Crane demonstrated his points with blackboard illustrations and simple dramatizations. Using his associate, John R. Kneebone, and two members of Ruthrauff & Ryan agency, Roger Beacon and Ray C. Stricker, Dr. Crane demonstrated his theory that a man sitting on the floor has quieter heart action than man standing or sitting on a chair. Wife who has her husband's interests at heart, he pointed out, will provide him with hassock on which he can prop his feet, thus reducing energy required of his heart.

Rehabilitation Problems

DOCUMENTARY series, "Report Uncensored," aired on WBBM Chicago, has returned to the air. Program which drew much praise last summer for its treatment of juvenile delinquency, this year will deal with question of rehabilitation. Series utilizes tape-recorded interviews with penitentiary and training school inmates and parolees. Reports were gathered by WBBM writer-producer, Ben Park, and Narrator Fahey Flynn, who talked with men in and out of prisons, their families, employers and welfare workers. New series has been prepared in cooperation with John Howard Assn., rehabilitation organization which seeks to re-establish in civilian life former inmates of penal institutions.

'Quiz Basketball'

USING many rules of actual basketball, new quiz program for teen-agers "Quiz Basketball" has been started on WCBI Columbus, Miss. High school and junior high clubs and organizations furnish contestants for show. Teams composed of five members each receive six opportunities to score by answering questions concerning school subjects. Questions are classed as free throws, field goals and throws from center, with each class of question becoming progressively more difficult. Each participating team receives $5.00 for its appearance on show. Later in year, station plans to hold final contest between weekly winners.

Listeners Participate

CURRENT EVENTS discussion with local flavor, featuring business and professional men as participants is presented weekly over WHAV Haverhill, Mass., on "Listeners Forum." Hour-long program is divided into two segments with first 30 minutes for discussion by studio panel and closing 30 minutes devoted to listeners' questions and rebuttal. Latter half is conducted by phone conversations on air when listeners call in questions and offer opinions on subject under discussion.

KOA Amateur Hour

AMATEUR program for youngsters between ages of 5 and 15 has been started on KOA Denver, as regular weekly feature. Aired Sat., 2-2:30 p.m., show offers opportunity for air experience to talented children in the area. Applicants must write to station requesting audition, and auditions are held in studio immediately following each broadcast. Titled "Junior Star Time," program is presented before studio audience with cash prizes awarded to most talented participants selected on basis of mail votes.

Community Problems

COMMUNITY problems are discussed each week over WKBW Buffalo in new series of programs titled "Your Community Spotlight." In cooperation with Buffalo Junior Chamber of Commerce, program is aired Mon. 10:45 p.m. and is dedicated to different problem each week. Discussion panel is composed of members of the Junior Chamber with outstanding guests from the community.

Opera Feature

GLIMPSES of backstage life, complications of staging elaborate musical productions and interviews with some of America's foremost stars of opera, stage and screen make up format of new program aired Tues. 9:05-9:30 p.m. over WJBK and WJBK-FM Detroit. Programs are built around work of Civic Light Opera Assn. of Detroit, and have been planned as salute to this nonprofit organization. Selections from light operas scheduled by the association for this season are heard on the programs in addition to information on production work.

'Take a Chance'

TWO STAGE curtains are center of attention on new audience-participation quiz show aired on CKEY Toronto and CKOC Hamilton. "Take a Chance," sponsored by Canadian Chewing Gum Ltd., Toronto ((Chiclets and Dentyne), requires contestants to answer three out of five questions correctly and then to open one of two curtains on the stage. Behind one curtain is a valuable prize, behind the other is noveity prize. Each contestant has partner in listening audience, drawn from mail box entries, and this listening partner receives prize which contestant did not pick. Prizes left over from incorrect answers are collected for jackpot question at end of show.

TV for Women

COOKING DEMONSTRATION by two home economists highlights women's show, "Television Matinee," over WPTZ Philadelphia. Sponsored by Philadelphia Electric Co., full-hour program is broken into 20 minute segments. First portion is devoted to cooking demonstrations, followed by 20 minutes of selected film subjects, and final section a "Guest Time" featuring fashion and beauty experts and discussion of subjects of general interest to women. Potency of this type video show for women was demonstrated recently when sponsor offered free cookie recipes and sample perfume bottles as giveaways and drew 347 replies.

Congress Reports

TO KEEP listeners better informed on national and world affairs, WWJ Detroit has added new public service program to its weekly schedule. "Michigan Congressmen Report" features Congressmen who represent Greater Detroit in House of Representatives in short talks on national and international questions. Three Republicans and three Democrats alternate on program each week.

Youth Forum

PROBLEMS of modern youth is theme of new forum program titled "Let's Have a Date" aired on WHIO Dayton, Ohio. Nine senior students from Dayton's high schools comprise panel each week to discuss topics submitted by listening audience. Show is moderated by Robert E. Watkins, executive director of Goodwill Industries. Air sessions of "Let's Have a Date" are open to the public.

Teen-Age Talent

AUDITIONS are being conducted at high schools in District of Columbia by Milton Q. Ford, morning man on WWDC and WWDC-FM Washington, in search for talented students to be featured on his show. Portion of his early morning show from 8 to 8:30 has been designated as "Hi Time" when the most talented students are given opportunity to perform on the air. In addition, Mr. Ford has made portion of his program available for high school request tunes. Each morning station organist plays the alma mater of one high school as a signal that all-high school request period will follow.

Navy Requests

"NOW HEAR THIS," phrase familiar to Navy men, is cue for Oklahoma to hear the all-Navy request program sponsored by Navy Recruiting Station of Oklahoma City over WKY that city. Sailors of all ships and stations have been notified by the Navy of new program and are invited to send in requests for songs to be dedicated to someone back home. As requests are received, recruiting station notifies person to whom request is dedicated of time and date of broadcast. Tommy Allen, WKY singer and m.c., conducts the show, which is aired Sat. 4-4:30 p.m.

Fight Against Crime

TO AID fight against crime, new discussion program "Crime Is a Losing Game" has been started by KCMO Kansas City, in cooperation with Kansas City Police Dept. Series is built around discussions between Chief of Police Henry W. Johnson and heads of the law enforcement agencies, prosecutors, jurists, parole officers, ex-convicts and others able to present wide variety of facts in crime problem.

'High Time'

REQUEST BOX forms basis for new weekly program, "High Time," heard on WREN Topeka, Kan. Program originates in the Wagon Wheel Youth Center, one of Topeka's four teen-age headquarters. Bill Yearout, disc m.c., is featured on series and teen-agers in attendance dance, participate in games and stunts and vie for applause as best "disc jockey of the week." Record albums are awarded to those emerging victorious in various stunts. "High Time," full-hour program, is aired every Saturday morning.

Music Trends

IN EFFORT to develop as well as promote new types of music, WCSI (FM) Columbus, Ind., has arranged to have musicians and students of local music conservatories discuss music trends on new program feature. Each Monday, portion of station's "Music Makers Club" is set aside for special forum of music students who explain latest musical trends and discuss subjects of general interest to music lovers.

Officials Report

EXPLANATION of city government affairs is presented on "Report to the People" program heard on KDYL Salt Lake City. Aired in cooperation with Salt Lake City Council of Women, program features officials of city government who appear for interviews and comments on their work. City Judge Reva Beck Bosone is heard on first program of each month discussing crime problems in the city. Mayor Earl J. Glade and representatives of city commission report on civic affairs on other three programs in month. Interviews are handled by Kay Richins, KDYL program director.

ALL NEW, REVISED

3-COLOR

RADIO OUTLINE MAP

Size: 35½" x 25"

★ Completely revised up to Jan. 1, 1948

★ All new format

★ Shows number of AM stations per city by symbol

★ Enlarged areas for main congested metropolitan districts

★ U. S. possessions and Canadian counties

PRICES

75c—per map

60c each 10 or more

50c each 50 or more

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NAT'L PRESS BLDG. • WASH. 4, D. C.

We're Mighty Proud!

to be in the position to offer the advertiser this rich Crawford County market. . . . Crawford County is the leading dairy producing county in the state of Pennsylvania and Meadville, our headquarters, is the county seat of Crawford. You might be interested to know that retail sales in Meadville alone were well over $26,000,000 in 1946. A 20% increase for 1947 places the total sales at $32,000,000. . . . You just can't go wrong in a market like this.

WMGW

Studios & Offices
FIRST NATIONAL BANK BLDG.
MEADVILLE, PA.
Victor C. Diehm, Gen. Mgr.

CAB TO REVIEW RATE CHANGE POSSIBILITY

MAJOR CHANGE in Canadian station rate structure will be a topic of discussion at Canadian Assn. of Broadcasters' annual meeting in Quebec March 8-11 as a result of signing of contract by a number of Canadian outlets with Lever Bros. Ltd. allowing 10% discount on a 52-week spot announcement campaign.

Contract calls for a minimum of 1,000 announcements and the special discount on lowest national rate. Result is that other advertisers are now requesting similar discounts for 1,000-time campaigns.

Stations and station representatives say they are uncertain what to do, and consultations have been held with advertising agency executives. Various plans are under consideration but a 52-week stipulation is basic. Some consideration is being given to covering programs as well as spot announcements.

A number of stations are thought to be using too many spot announcements already on an hourly basis. Any major change made at the CAB convention will be the first since stations decided early in the war on a formula for national rate standardization.

10 Ad Clubs in 3 States Form New AFA District

TEN ADVERTISING clubs in Wisconsin, Illinois and eastern Missouri organized a District No. 6 for the Advertising Federation of America when club representatives met in Peoria, Ill., Jan. 12.

Comprising the district are: Peoria Advertising & Selling Club, Springfield Advertising Club, Advertising Club of St. Louis, Women's Advertising Club of St. Louis, Chicago Federated Advertising Club, Advertising Club of Racine, Women's Advertising Club of Chicago, Advertising Club of Madison (Wis.), Advertising Club of Milwaukee and Women's Advertising Club of Milwaukee.

THE SPONSOR, Lambert Pharmacal Co., St. Louis, gave a party for Abe Burrows, CBS satirist, when he was in St. Louis Jan. 7 following his first Lambert-sponsored broadcast. Present at the luncheon were (l to r, seated): Thruston Pettus, Lambert publicity director; Walter K. Rott, KMOX St. Louis publicity director; Sam Hurst, *Variety* correspondent; Harry LaMertha, *Globe-Democrat* radio editor; Dave Black, products manager, Lambert dentifrices division; Mr. Burrows; Stanwood A. Morrill, Lambert vice president; Ernie Morton, KNX-CBS Los Angeles; Ray Kramer, Lambert & Feasley; Al Bland, KMOX program director; Wendell B. Campbell, KMOX general manager; Carter Ringlep, KMOX sales manager; J. Soulard Johnson, KMOX public relations director. Standing (l to r), Gerald Blake, Lambert & Feasley account executive; Edwin Fischer, KMOX sales promotion manager; Ralph Gentles, *Star-Times* radio editor.

Claims a 115-Mile Reach For W6XAO Video Signal

VIDEO signal of W6XAO Hollywood is received in San Diego, 115 miles away, "when the weather is right," according to Harry R. Lubcke, television director of the Don Lee Broadcasting System.

Mr. Lubcke, who made two-day visit to San Diego recently to check reception and collect experience of viewers, said there are some 100 TV receivers in operation in San Diego, approximately 60 of which are of commercial manufacture. He said this information came from Karl F. Kuhle, active in television installation and radio service business there.

Most of the San Diego installations which are successful, he added, are those located near the ocean.

BECAUSE OF CANADA's import ban on chassis, cabinets and parts for receivers under its austerity plan, Canadian radio manufacturers are expected to produce 25% less sets this year than last, according to a survey of the Radio Manufacturers Assn. of Canada.

TEMPEST IN TEAPOT

KICD Moved to Sidewalk By Evictor

TROUBLE arrived at KICD's Estherville, Iowa, studios recently in the form of an eviction. The station has its main studios in Spencer, and a separate studio in Estherville, 24 miles away. At the latest council meeting in Estherville, a self-appointed spokesman for a local group demanded the return of the room being used as a studio, saying it was originally leased to his group and they needed it for storing band instruments and a set of dishes.

Ben B. Sanders, KICD general manager, assured the councilmen that KICD would be out of the room by midnight the same night. And the next morning the staff was broadcasting from the "special events" station wagon parked in a downtown street. Countless listeners—even the mayor—offered studio space, but after 24 hours the station found permanent studios.

Meanwhile the evicting spokesman appeared again on the street to remind the KICD crew that horizontal parking was illegal, so the "studio" revolved to the conventional parking angle. Now the station has found that the lease on the room they were evicted from had expired—in April 1933.

WPTZ 1947 Record

DURING 1947 Philco Corp.'s video station, WPTZ Philadelphia, was on the air a total of 2,988 hours, including 1,458 hours of programs and 1,530 hours of test patterns. This represented average of more than 28 hours on the air each week. During the year WPTZ increased its sponsors more than 600%, according to the station.

TOTAL OF 579 HOOPER SUBSCRIBERS ARE LISTED

C. E. HOOPER Inc. had a total of 579 subscribers as of Jan. 1, 1948, including four transcontinental networks, 395 stations, 96 advertising agencies, 53 advertisers, 31 talent firms and others. The company's president, C. E. Hooper, stated these facts in an open letter to Edgar Kobak, MBS president, who had urged the merger of the Hooper and Nielsen rating services.

Calling this number "more people agreeing on one thing than ever were in agreement before in the history of radio," Mr. Hooper extended an invitation to Mr. Kobak to "view the results of our organization's efforts since we took over the CAB subscription lists . . . you, who with Mark Woods (ABC president), were such a potent factor in simplifying the radio audience reporting problem then, should be the first in the industry to pass judgment on our progress during the brief period since.

"So a copy of this is going to Mark and to others who like you, want more information, less confusion and no duplication in broadcast audience measurement, all at the low rate," the letter concluded.

THREE WEEKLY PROGRAMS of WFIL-TV Philadelphia will be made available to WMAR-TV Baltimore and to WMAL-TV Washington by relays to those cities. Programs are: "Magic Made Easy," Mon. 8:15-8:30 p.m.; "Temple University Forum," Mon. 8:30-9 p.m. and "Parents Excused," Sun. 2-4 p.m.

Miss Ann Gleason
Gleason Advertising Co.
Detroit, Michigan

Dear Ann:

You kin say I bin braggin' about what WCHS and 5000 watts at 580 does in Charleston, West Virginia, but t'other day, feller walks into Charleston's Montgomery Ward store (WCHS account) and buys $1200 worth of furniture — paid cash—Said he wuz from Hinton, Wes Virginia, which is 115 miles from Charleston an that he heard the Montgomery Ward advertising on WCHS . . . Which just goes to prove WCHS means business in Charleston Wes Virginia . . . an with 5000 watts at 580 . . . we could put the Charleston city limits a couple hunnert miles away . . . yessiree, WCHS means business in Charleston, West Virginia.

wre.
algy

WCHS
Charleston, W. Va.

WBKB Chicago Makes Plans to Telecast Boxing Bouts From Michigan City, Ind.

WBKB Chicago last week announced it was entering into contract with Michigan City, Ind., city officials and two sports promoters for telecast rights to a series of weekly professional boxing matches from the city's Isaac C. Elston auditorium.

The agreement, which would assure a new sports attraction for Midwest video fans through use of the station's relay facilities, was seen as a follow-up to an address by Capt. William C. Eddy, WBKB director, before the National College Athletic Assn. in New York Jan. 9. At that time he stoutly denied that television cuts into gate receipts of sports events.

Contract terms would give the station an active voice in scheduling of the Tuesday evening boxing card, in addition to telecast rights, and would provide for WBKB to share in profits.

Under another video departure, the station announced, commercials would originate in the auditorium. Heretofore, sponsor's segment of the programs have emanated from WBKB's studios. Such an arrangement, Capt. Eddy pointed out, permits the station to deliver a complete package to the sponsor, with boxing bouts and commercials integrated for both on-the-spot and television audience.

WBKB will utilize its microwave facilities, which made possible Notre Dame football telecasts, to relay the fights to Chicago and eventually to other cities. First additional station would probably be WSBT-TV South Bend (the *South Bend Tribune's* potential video outlet).

IBEW Demands

OFFICIALS of Local 1031, International Brotherhood of Electrical Workers (AFL) last Monday served notice on 41 Chicago manufacturers of radios, radio parts and television sets that in 1949 demands will be made for (1) wage boosts equal to the increased cost of living; and (2) guarantees of a full week's work every time an employee is called on the job.

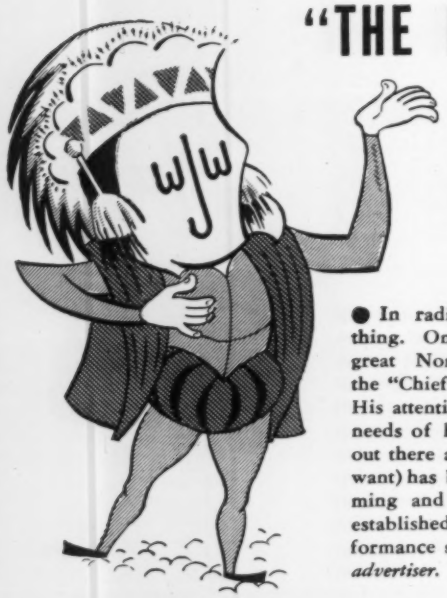
Temporary Switch

WQXQ New York, FM affiliate of WQXR, the *New York Times* station, will switch from 96.3 mc to its old band, 45.9 mc, for two weeks ending on or about Feb. 12 while a new transmitter is being installed.

Shakespeare said it

. . . and we agree

"THE PLAY'S THE THING"



● In radio . . . the show's the thing. On the stage that is the great Northern Ohio market, the "Chief" plays a leading part. His attention to the desires and needs of his vast audience (get out there and give 'em what they want) has built a tested programming and selling formula . . . an established audience. His performance steals the show *for the advertiser.*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KDYL's super turnstile or "bat wing" antenna. Tower is outlined with red neon tubing.

* * *

KDYL'S EXPERIMENTAL TV OUTLET TO START

EXPERIMENTAL telecasts will be started this month by W6XIS, the KDYL Salt Lake City experimental video station, and commercial television operation will be launched by the station before the end of 1948, S. S. Fox, president and general manager of Intermountain Broadcasting Corp., KDYL licensee, announces.

The experimental station will operate at 54-60 mc (Channel 2) with 400 w visual and 200 w aural power, according to Mr. Fox. Transmitter tower is atop Salt Lake City's 20-story Walker Bank Bldg., and the transmitting equipment is in the 20th floor penthouse. From there, coaxial cable leads to television studios and offices in KDYL Television Playhouse a block away.

Coaxial cable is used to feed the super turnstile or "bat wing" type antennae—used for both experimental television and FM transmission. Antennae are 330 feet above Salt Lake City's Main St.

250-w Transmitter Now In Operation at WMOB

NEW TRANSMITTER installed by WMOB Mobile, Ala. is now in operation. At a cost of $35,000, a Western Electric Type 54-A Cloverleaf 7 unit FM antenna is located atop the new RCA 250-w type-250-K AM transmitter. All wiring has been installed for immediate installation of an FM transmitter, which is expected from the factory early in the year.

Transmitter is located at Stanton and Andrews St., in the downtown area of greater Mobile. The overall height of the transmitter is 446 feet. D. H. Long is the station manager. Station is an ABC affiliate, and is owned by Gilmore N. Nunn and J. Lindsay Nunn.

Technical

ALBERT JOHNSON, Broadway set designer, has been appointed technical program consultant for WFIL-TV Philadelphia. Mr. Johnson will supervise planning and designing of sets for the video station. He has been in theatrical designing field for 16 years.

MARVIN EDGAR DOUGHARTY, staff technician of KREL Goose Creek, Tex., has been named chief engineer and technical supervisor of that station. Mr. Dougharty replaces **HAROLD B. RENCH**, resigned.

ED HODGENS, transmitter operator of WIS Columbia, S. C., has been promoted to chief studio control engineer. **MARVIN CARTER** replaces Mr. Hodgens as transmitter operator.

SAMUEL EVIN, technician at WCBS-TV New York, has been named an assistant supervisor of CBS television technical field group, reporting to **ORVILLE SATHER**, supervisor of technical field operations.

ED REED, former engineer at WOC Davenport, has joined control room staff of WHO and WHO-FM Des Moines.

MIKE CHUCKRAY, engineer of KXOK St. Louis, and **LOUISE PIERI**, formerly of KXOK, have announced their marriage.

HARRY HOCHBERG and **HENRY HUESTIS** have joined engineering staff of WMFF Plattsburg, N. Y.

JAMES H. PLATZ, senior supervisor engineer in master control at NBC Central Div., Chicago, resigned effective Jan. 31, to assume management of Oregon fruit ranch he has purchased. He has been an NBC engineer since 1929.

HAROLD HIGBY, control room engineer at WHO and WHO-FM Des Moines, is the father of a girl, Jill Arlene, born Jan. 14. **BOB TURNER**, also WHO control room engineer, is the father of a boy born Jan. 21.

VERNON JOHNSON has joined CHEX Peterborough, as operator. He formerly was with Canadian General Electric, Peterborough.

GATES RADIO Co., Quincy, Ill., has announced new frequency monitor MO-2890 which has been approved by FCC for AM broadcasting. Official approval number of 1469 has been assigned.

RADIO COMPONENT MFRS. FEDERATION is to hold its fifth annual private exhibition of British radio, television and electronic components and test gear, March 2-4 at Grosvenor House, London, Eng.

WIRE RECORDING Corp. of America, Brooklyn, N. Y., has announced production of Wireway lightweight portable magnetic wire recorder to retail for $149.50. Wireway, which weighs 22 pounds, contains built-in oscillator which permits broadcasting to any radio within 150 feet, according to manufacturer.

ART HOLMES, chief engineer of CJBC Toronto, has been promoted to chief engineer of CJBC and CBL Toronto, both transmitters being housed in same location at Hornby, Ont. **REG SCANTLEBURY**, former chief engineer of CBL Toronto, has been transferred to CBM Montreal, as chief engineer.

LOU HEIDEN, studio engineer at NBC Central Div., Chicago, is the father of a boy.

WALT LANTERMAN, engineering maintenance supervisor at NBC Central Div., Chicago, is the father of a girl.

AM Standards Offered

REVISED version of FCC's standards of good engineering practice for standard stations are now on sale at $1 per copy by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., the Commission reported last week. Standards are revised to Oct. 30, 1947. Part 2 of general rules and regulations, revised to June 1, 1946, also is available at 10c per copy. Both are issued in standard loose-leaf binder form.

Feature of The Week

(Continued from page 10)

firm's Chicago office undertook its first chore of this type. Since then, they have handled approximately 1,000 contests between their offices in New York, Chicago and Los Angeles.

So they knew just how to handle more than 1,000,000 letters entered in the Miss Hush Contest and almost 900,000 in the Mrs. Hush rush. And they weren't floored by the first 100,000 letters received in the Walking Man stunt. It's all too much of a system.

Mail arrives in sacks, estimated at approximately 46 letters per pound. After being removed and counted, envelopes are opened and their contents are ready to be judged. Each envelope in the Heart Foundation drive has been averaging approximately $1. And inquiry reveals that 1,000 checks roll in each day in addition to the more recognizable coin of the realm.

The money is handled as a banking operation. An account is opened at the Bank of America, in the name of the institution benefiting, and the daily donations are deposited to its credit.

The contest letters are handled by a staff of readers capable of evaluating approximately 2,000 letters each. At the height of the Miss Hush contest it was necessary to employ 125 readers.

Flow of Returns

With this type of contest it is difficult to determine the rate of flow. This is reflected in the fact that the last 10 days of the Miss Hush contest (Martha Graham) drew some 500,000 letters; that was equal to all the letters drawn during several earlier weeks of the contest's duration.

First step in the reading of letters is a preliminary to ascertain whether rules of the contest have been met. If so, they are ready for evaluation under the Donnelley Objective Rating System.

Such weird entries as a G. I. shoe laced with dollar bills never reach the judges because the rules call for all 25 words on paper and not on leather. If this or other contest rules are violated, the entry becomes dormant.

The conforming entries go through a battery of readers. And each entry gets a minimum of three readings. As the field is narrowed to no more than 100 letters each week by elimination of first junior judges and then senior judges, the "name" judges then take over to select the three letters to be called by Ralph Edwards.

All entries are masked to hide the address and name of entrants, thereby removing the factors of prejudice or possible partiality. When the fortunate three have been selected, they are turned over to a representative of the Reuben H. Donnelley firm. He keeps the letters on his person but delivers a sealed envelope to Ralph Edwards containing only the names and addresses of the three winners.

An hour before broadcast time, Ralph Edwards shares his secret with Billie Clevenger, NBC Hollywood telephone operator, who begins to make such line clearances as may be necessary for long distance calls. And when the program goes on the air the little-known "eavesdroppers" are huddled around telephones ready for the first call.

Specific inquiries about contests disclose that at least 75% of the entries are women. Further a representative of the Donnelley firm stated that there is an estimated group of 125,000 contest-happy citizens in this country but that most winners usually turn out to be first timers. The largest single contribution drawn by any of Ralph Edwards' contests was a check for $500.

And finally it was explained that the recurrence of large city winners results from the simple factor of population. To wit, more entries come from large cities than from hamlets because there are more people living in the former. But that the proportion of winners from hamlets is comparable to that of cities, being limited only by their very number to begin with.

KTSA SAN ANTONIO broadcasts of Texas Open Golf Tournament Feb. 5-8 will be sponsored by Wright Sporting Goods Co., whose owner, Floyd Wright (second from l), agreed to the sponsorship after a little "persuasion." The persuaders (l to r) are: Jack Schlichenmaier, Conroy Agency; Rex Preis, KTSA assistant manager, and Owen Johnson, salesman for station.

U. of Washington Starts Commercial Radio Course

WITH SEATTLE station executives, advertising agency timebuyers and other experienced radiomen as guest lecturers, the U. of Washington has started a course entitled "Commercial Aspects of Broadcasting," with an enrollment this quarter of 104 students.

Among the "visiting professors" are: Kenneth Yeend, program director of KIRO; Richard E. Green, manager of national sales and sales service for KOMO; Trevor Evans, account executive at Pacific National Advertising Agency; Arthur Gerbel Jr., commercial manager of KJR; Bruce Calhoun, director of Olympic Productions, J. A. (Arch) Morton, general manager of KJR; Ray Baker, commercial manager of KOMO; Payne Karr, of Karr, Karr and Tuttle, attorneys for KIRO, and John F. Kinzel, former executive secretary of the Seattle local, American Federation of Radio Artists. BROADCASTING is the textbook for the course.

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF DEC. 21-27, 1947

RANK OF TOP PROGRAMS

Type E-1: Evening, Once-A-Wk., 15-60 Min. | Type D-1: Day, Sat. or Sun., 5-60 Min.

Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min. | Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE					● CUMULATIVE AUDIENCE (4 Wks.)		
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Rank	Program	Rating
E-1	1	2	Fibber McGee	31.2	+0.9	1	2	Fibber McGee	27.3	+3.0			
	2	1	Lux Theatre	31.1	+0.2	2	6	Bob Hope	23.7	+2.1			
	3	6	Bob Hope	28.5	+2.4	3	5	Red Skelton	23.4	+1.7			
	4	8	Fred Allen	28.2	+2.2	4	1	Lux Theatre	22.5	−1.9			
	5	5	Red Skelton	28.0	+1.5	5	10	Fred Allen	21.9	+2.4			
	6	11	Fitch Bandwagon	27.4	+3.3	6	3	Amos 'n' Andy	21.9	−1.2			
	7	4	Chase and Sanborn	26.9	−0.2	7	4	Chase and Sanborn	21.2	−1.6			
	8	3	Amos 'n' Andy	26.2	−2.2	8	9	Fitch Bandwagon	20.9	+1.3			
	9	7	Jack Benny	24.4	−1.6	9	8	Jack Benny	19.6	−0.7			
	10	NR	My Friend Irma	23.2	+2.5	10	NR	My Friend Irma	18.6	+2.6			
	11	14	Date With Judy	22.8	+0.9	11	7	Truth or Conseq	17.6	−3.9			
	12	9	Truth or Conseq	22.1	−3.5	12	NR	People are Funny	17.5	+3.8			
	13	19	Blondie	21.2	−0.1	13	15	Big Town	16.4	−0.8			
	14	NR	Screen Guild Players	21.2	+3.2	14	14	Adv. Sam Spade	16.1	−1.2			
	15	13	Adv. Sam Spade	20.9	−1.2	15	18	Blondie	15.9	−1.0			
	16	12	Big Town	20.7	−1.6	16	NR	Screen Guild Players	15.8	+1.2			
	17	NR	Man. Merry-Go-Round	20.5	+0.9	17	16	This is Your F.B.I.	15.7	−1.4			
	18	NR	Man Called X	20.4	+0.3	18	13	Godfrey's Scouts	15.7	−2.1			
	19	NR	People Are Funny	20.1	+4.4	19	NR	Man Called X	15.4	−0.4			
	20	NR	Waltz Time	20.1	+4.4	20	NR	Date with Judy	15.2	−0.4			
E-5	1	1	Lone Ranger	15.2	−3.1	1	1	Lone Ranger	11.5	−2.7	1	Supper Club	56.8
	2	3	Supper Club	12.2	+0.1	2	2	Bill Henry News	10.6	−1.2	2	Bill Henry News	52.6
	3	NR	Edward R. Murrow	12.0	+0.9	3	NR	Supper Club	10.0	+0.9	3	Club "15" Bob Crosby	52.6
D-5	1	8	Arthur Godfrey	10.4	+0.3	1	2	Backstage Wife	8.8	−1.8	1	Arthur Godfrey	31.7
	2	11	My True Story	10.1	+0.3	2	9	Big Sister	8.5	+0.1	2	Ma Perkins (NBC)	31.1
	3	7	Our Gal, Sunday	9.9	−0.3	3	7	Our Gal, Sunday	8.3	−0.9	3	My True Story	30.6
	4	2	Backstage Wife	9.8	−1.9	4	1	Right to Happiness	8.1	−2.6	4	Backstage Wife	30.5
	5	12	Big Sister	9.6	+0.2	5	15	My True Story	7.9	+0.2	5	Bkfst. Club (Swift)	30.3
	6	13	Wendy Warren	9.3	−0.1	6	11	Ma Perkins (CBS)	7.9	−0.4	6	Right to Happiness	30.2
	7	NR	Road of Life	9.2	+0.2	7	12	Rom. Helen Trent	7.6	−0.4	7	Life Can Be Beautiful	30.1
	8	1	Right to Happiness	9.1	−2.6	8	4	Stella Dallas	7.5	−2.0	8	Young Widder Brown	29.9
	9	15	Ma Perkins (CBS)	9.1	0.0	9	NR	Arthur Godfrey	7.3	−0.1	9	Wendy Warren	29.9
	10	NR	Rom. Helen Trent	9.0	0.0	10	NR	Road of Life	7.3	−0.3	10	Bkfst. Club (Philco)	29.8
	11	4	Stella Dallas	8.7	−2.0	11	5	Pepper Young	7.3	−1.9	11	Pepper Young	29.7
	12	5	Pepper Young	8.5	−2.1	12	NR	Bkfst. Club (Philco)	7.1	−0.1	12	Lorenzo Jones	29.7
	13	NR	Bkfst. Club (Philco)	8.5	−0.1	13	NR	Aunt Jenny	7.1	−0.3	13	Stella Dallas	29.5
	14	NR	Aunt Jenny	8.4	−0.2	14	6	Young Widder Brown	7.1	−2.1	14	When Girl Marries	29.0
	15	NR	Fred Waring	8.4	−0.2	15	NR	Bkfst. in Hollyw'd (Kel.)	7.1	−0.5	15	Front Page Farrell	28.8
D-1	1	NR	Armstrong Theatre	14.8	+4.3	1	1	The Shadow	12.2	−0.2	1	Quick as Flash	28.4
	2	NR	Sheaffer Parade	14.4	+3.3	2	NR	Armstrong Theatre	11.3	+2.8	2	David Harding	26.3
	3	2	The Shadow	14.0	−1.2	3	2	True Detective Myst	11.0	−1.1	3	County Fair	23.4
	4	1	True Detective Myst	14.0	−1.9	4	NR	Grand Central Stat	10.7	+1.5	4	One Man's Family	23.0
	5	NR	Grand Central Stat	13.0	−1.0	5	NR	Stars Over Hollyw'd	10.4	+2.7	5	Shaeffer Parade	22.7

Program selections for this ranking are necessarily made from those programs which were broadcast during each of the latest available 4 measured weeks. Ranking impracticable this week because of large number of program and time changes.

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) *in 4 weeks*. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by *each broadcast*, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of all network programs, see NRI REGULAR Report.

For NRI HOMES PER DOLLAR for all network programs, see NRI REGULAR Report.

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report.

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MAYOR ASKS JACKSON GRANT BE REINSTATED

GEORGE ARTHUR SMITH, whose grant for a new AM station at Jackson, Tenn., was set aside for further hearing on legal questions relating to his job as mayor there [BROADCASTING, Dec. 15], was told by FCC last Tuesday that he could not avoid a hearing by resigning as mayor.

To Mr. Smith's offer to resign, the Commission replied that "this further hearing [slated Feb. 19 at Jackson] is not for the purpose of taking evidence as to any subsequent plans of any of the parties, since to do so would be contrary to the principle of administrative finality."

Mr. Smith, general manager of Smith Funeral Home as well as mayor, won his grant for 1490 kc with 250 w last May in a competitive proceeding with Jackson Broadcasting Co. and Hub City Broadcasting Co., largely on grounds that he would achieve a greater degree of integration of ownership with day-to-day management. Jackson Broadcasting subsequently petitioned for rehearing, charging that a local law in Tennessee precluded the mayor from having outside business interests.

Mr. Smith then replied that the law had not been construed or interpreted to have that effect by the courts, previous mayors and other public officials, or by the people of Jackson, but the Commission vacated its grant and called for further hearing on all three applications.

His petition was filed Jan. 22 by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld.

WKNB KRBC KPLC Proposed For Fulltime Regional Grants

GRANTS for fulltime regional operation for WKNB New Britain, Conn., KRBC Abilene, Tex., and KPLC Lake Charles, La. were proposed by FCC in decisions issued last Tuesday.

The Commission proposed to deny competing applications in each case, and, in a separate proceeding, proposed to deny both applications for new local stations at Springfield and West Springfield, Mass.

The proposals:

1. Grant WKNB's application for fulltime operation on 910 kc with 5 kw (directionalized fulltime) in lieu of its present 1-kw daytime operation on WHAS Louisville's 840-kc clear channel; deny competing 910-kc applications of WTHT Hartford, now on 1230 kc with 250 w, and of Central Connecticut Broadcasting Co., seeking the regional channel for a new station at New Britain. Chairman Wayne Coy and Comrs. Robert F. Jones and George E. Sterling dissented.

2. Grant KRBC's application to move from 1450 kc with 250 w to 1470 kc with 5 kw day and 1 kw night (directionalized at night); grant KPLC's request for the same facilities in lieu of its present 1490 kc with 250 w; deny KRIC Beaumont's application for 1470 kc with 5 kw fulltime instead of its present 1450 kc with 250 w.

3. Largely because of limitations on proposed coverage, deny Springfield Broadcasting Co.'s application for 1490 kc with 250 w fulltime at Springfield, Mass., and Telecolor Corp.'s application for the same facilities at West Springfield, Mass.

In the Hartford-New Britain case, all seven Commissioners agreed that the grant should go to one of the New Britain applicants to satisfy the equitable-distribution provisions of the Communications Act. The majority preferred WKNB over Central Connecticut Broadcasting, holding that the latter's "plans are not as concrete, nor is its ability for future performance as clearly established." Though Central Connecticut is locally owned to a "much larger" degree than WKNB, the Commission regarded past performance as "the even better criterion" by which to evaluate future operations.

The majority also noted that WKNB has an FM grant while Central Connecticut's plans for FM are undecided.

1470-kc Case

The Texas - Louisiana 1470-kc case also turned on the equitable-distribution provisions of the Act. Both KRBC and KPLC could operate on 1470 kc without causing objectionable interference to each other, it was pointed out, while a grant to KRIC would preclude a grant to either of the others. Beaumont, FCC found, is in relatively less need of improved facilities than either Abilene or Lake Charles.

In the Springfield-West Springfield case, FCC ruled that neither of the proposed operations would give adequate service to the metropolitan district or satisfactory nighttime service to the city in which it is located. The Commission conceded that "there are no existing broadcasting stations in West Springfield and the record shows a need for such a station in this city." But FCC concluded that "particularly in view of the unsatisfactory nighttime service proposed for the city of West Springfield," the applicant there, Telecolor Corp., should be denied.

Comrs. Rosel H. Hyde and E. M. Webster did not participate in the Springfield or the Louisiana-Texas cases.

Central Connecticut, given a proposed denial at New Britain, has 11 stock subscribers. Lawrence E. Edwardson, former commercial manager of WONS Hartford and associated with the station when it was operated as WNBC New Britain, is president and would be general manager, and Hillis W. Holt, chief engineer of WOV New York, would serve the proposed station in a similar capacity. Each would have 7-1/7% interest. The remainder of the stock would be held by local business and professional men.

Springfield Broadcasting Co. is an equal partnership of Gerson Askinas, attorney, accountant and businessman; Earle G. Hewinson, chief engineer of WMAS Springfield, and Christos M. Manitsas, who was employed by United American Bosch Corp. in radio set production before the war.

Telecolor Corp. is headed by Lawrence A. Reilly, chief engineer of WSPR Springfield, Mass. for the last six years, who owns 18% and would manage his company's proposed station. James L. Spates, general manager of WHAI Greenfield, Mass., and Horace W. Nichols, WHAI commercial manager, own 12% each and would be chief engineer and commercial manager, respectively. Other stockholders include Hugh J. Reilly, minority stockholder of Berkshire Broadcasting Co., permittee for WLAD Danbury, Conn., who has 8%; Louis A. Richmond (18%), Louis L. Hudzikiewicz and E. Lindeman Aaberg (16% each), business and professional men.

Radio, Press Appear to Judge Comedy Shows More Stringently Than Students

BELIEF that radio and press representatives "apparently evaluate" comedy programs more stringently than a cross-section of organized college students who are monitoring them was expressed last week by St. Joseph's College of Indiana, headquarters for the Radio Acceptance Poll.

Opinion was based on a report stemming from the recent Chicago RAP demonstration in which network and press officials participated with eight St. Joseph's students in scoring the Fred Allen program of Dec. 28. Comparative polling gave the show ratings of 69.0 and 71.0, respectively, or a "good acceptable" level.

Results tabulated by 198 other college students throughout the country rated the program a "still creditable" 65.0, which is 5.5 above its 12-week average, RAP headquarters said.

Cumulative balloting for the first 12-week period disclosed the *Fibber McGee & Molly* show had maintained its top position with a "highly acceptable" rating of 78.5. Runners-up ("acceptable") include: Jack Benny, Burns & Allen, Red Skelton and the *Fitch Bandwagon*.

In individual classifications, covering 30,335 votes in a comparable period, five members of the *Fibber McGee & Molly* cast attained top honors with "highly acceptable" ratings. They were: Teeny, Molly, Harlow Wilcox, Fibber and Mr. Wimple. Ranking at the bottom of the 68-name list were Bob Hope, Jerry Colonna and Vera Vague with "barely acceptable" marks.

Bulletins are issued periodically from St. Joseph's, with Protestant, state and non-denominational institutions, as well as Catholic campuses, participating. Basic purpose of campaign is to tab "objectionable" and "acceptable" comedy programs from a morals standpoint.

NEWSPAPER TIEUP

WSSB, Scheduled to Take Air March 1, Announces Plan

WSSB, new station which plans to take the air about March 1 at Durham, N. C., will be affiliated in ownership with new morning and afternoon daily newspapers to be established there, Guy Griffen, general manager of the station and the licensee firm, Public Information Corp., announces.

Public Information Corp. is owned by P. M. Sawyer, of Greensboro, N. C., Internal Revenue agent in charge of North Carolina, his son, Thomas B. Sawyer, of Durham, and two daughters. The younger Mr. Sawyer and Mr. Griffen will have active charge of the newspaper project. The plans are to publish a Sunday morning paper in addition to Monday-through-Saturday morning and afternoon editions. Publication will be called the *Durham Daily News*.

Studios for WSSB, which will be a 250-w fulltime outlet on 1490 kc, are under construction.

Pacific Northwest Adds KING as Eighth Station

KING (formerly KEVR) Seattle has joined Pacific Northwest Broadcasters, bringing to eight the number of stations in the network. A ninth, KXLL Missoula, Mont., is scheduled to take the air shortly.

Mr. Craney

Announcement that KING had joined Pacific Northwest was made jointly Jan. 23 by Mrs. A. Scott Bullitt, president of the station, and Ed Craney, head of Pacific Northwest.

KING, a 10-kw fulltime outlet on 1090 kc, was purchased last spring by Mrs. Bullitt, who is president of the Stimson Realty Co., Seattle, and a director of both the General America Corp. and the Pacific National Bank.

* * *

Mrs. Bullitt (r.) and Henry B Owen, KING general manager.

THE MILWAUKEE JOURNAL stations WTMJ WTMJ-FM WTMJ-TV have been cited by the U. S. Fifth Army "for voluntary efforts and outstanding achievement within the Wisconsin area in behalf of the Army Recruiting Service."

FIRST FIFTEEN PROGRAM HOOPERS—Jan. 30 Report

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
Fred Allen	160	Ford Dealers of America	J. Walter Thompson	28.7	26.6	+2.1	5
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis, Brorby	27.7	30.7	—3.0	2
Jack Benny *	161	American Tobacco	Foote, Cone & Belding	27.6	27.5	+0.1	4
Charlie McCarthy Show	143	Standard Brands	J. Walter Thompson	26.2	28.0	—1.8	3
Truth or Consequences	137	Procter & Gamble	Compton Advertising	25.7	15.5	+10.2	20
Bob Hope	128	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	24.7	33.2	—8.5	1
Walter Winchel *	220	Andrew Jergens Co.	Robert W. Orr	23.2	20.8	+2.4	10
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	23.0	24.2	—1.2	8
Radio Theatre	150	Lever Bros.	J. Walter Thompson	22.9	26.0	—3.1	6
Bandwagon	159	F. W. Fitch Co.	L. W. Ramsey	22.2	19.8	+2.4	12
Red Skelton (CH)	160	B. W. Tobacco	Russel M. Seeds	21.8	25.6	—3.8	7
Music Hall	143	Kraft Foods	J. Walter Thompson	21.4	11.7	+9.7	54
Mr. District Attorney	134	Bristol-Meyers	Doherty, Clifford & Shenfield	21.2	19.5	+1.7	13
Arthur Godfrey's Talent Scouts	145	Thos. J. Lipton Div. Lever Bros.	Robert W. Orr	20.9			
Duffy's Tavern	134	Bristol-Myers	Young & Rubicam	19.1	18.8	+0.3	14

* Includes first and second broadcasts.
CH—Computed Hooperating.

Mexican Cuban Shifts Reported by Commission

NOTIFICATION of Mexican and Cuban station changes and additions in conformity with North American Regional Broadcasting Agreement of 1941 were reported last week by FCC.

New assignments and expected commencement dates are:

Mexico—XEX Mexico City, 730 kc 250 kw DA unlimited (Immediately); Santa Rosalia, 1320 kc 500 w unlimited (May 1); Progreso, 1400 kc 250 w unlimited (April 1); Huatabampo, 1450 kc 250 w unlimited (April 1); Salamanca, 1560 kc, power increase to 500 w, daytime. XEON Tuxtla Gutierrez, switched from 1360 kc to 770 kc 500 w unlimited (April 1). Deleted assignment of 1240 kc to Huatabampo.

Cuba—Santa Clara, 680 kc 500 w-night 1 kw-day unlimited (August); CMKL Santiago de Cuba, 800 kc 250 w unlimited (July); Camajuani, 1040 kc 250 w day (April); Encrucijada, 1090 kc 100 w-night 250 w-day unlimited.

On All Accounts

(Continued from page 10)

now handles several manufacturing concerns which build heavy mining machinery for use in shafts throughout the nation.

At the age of 27, Gordon Crowe might well be labeled a typical, hard-working, enterprising ex-GI. Married to a Western gal, he lives at the foot of Utah's towering Wasatch Range—"where my kids can see plenty of open space." He's become adept at duck-hunting and riding, although "I'm still too much of a Southerner to learn to ski well."

A firm believer in radio as a basic medium for regional and local concerns, he sees a continued growth ahead for broadcasting in the west. "Industrialization is coming fast between the Rockies and the Sierras, spurred by full use of war-built factories. Population is soaring, new plants and retail establishments are arriving by the score. All this means increased consumer demand for advertised products, and radio will get its full share."

WPTR KSMR AND KULE ASKING REINSTATEMENT

THREE AM permittees whose construction permits have expired have filed application with FCC for reinstatement. They were: WPTR Albany, N. Y.; KSMR Douglas, Ariz., and KULE Ephrata, Wash.

WPTR, which was granted transfer of control of Patroon Broadcasting Co. to Schine Chain Theatres Inc. for $101,500 on Jan. 13, seeks reinstatement of authorization for 1540 kc, 10 kw fulltime, directional. Applicant stated it had mistaken earlier modification of permit for time extension still to be valid and that construction has been delayed by adverse weather and the pending transfer. Additional 90 days to complete construction is asked.

William N. Goodwin and Joseph P. Wrenn, doing business as Douglas Broadcasting Co., seek reinstatement of the KSMR authorization for 1 kw daytime on 570 kc and 90-day time extension. FCC deleted station on Dec. 1 as last extension expired Oct. 21. Station said it had been unable to obtain necessary site and consumate building arrangements.

Columbia Basin Broadcasting Co. asks reinstatement of 250-w KULE, deleted by the Commission daytime facilities on 730 kc for Jan. 6. Applicant also has filed for modification of its permit to boost power to 1 kw and for approval of antenna, transmitter and studio locations.

Possible Hollywood REC

POSSIBILITY of forming a Hollywood Radio Executives Club was discussed at a meeting there Jan. 30 attended by 25 representatives of advertising agencies, networks and independent stations. If organized, membership will be restricted to executives only, with program emphasis upon forum panel discussions of mutual problems.

Ralph J. Rosenthal

RALPH J. ROSENTHAL, 56, account executive with Ruthrauff & Ryan Inc., Chicago, died of a heart attack Jan. 26 in a Highland Park (Ill.) hospital. Mr. Rosenthal had joined Ruthrauff & Ryan last November. He was previously with Arthur Meyerhoff & Co. He began his advertising career with the old Lord & Thomas agency. Funeral services were held Wednesday. He is survived by his wife, Frances, and a daughter, Mrs. Hamilton Moses.

SUN RIVER WITHDRAWS; PERMIT IS CANCELLED

BECAUSE it believes Great Falls, Mont. (pop. 40,000) cannot support four 5-kw outlets and a local station, Sun River Broadcasters Inc., permittee of KMON that city, last week withdrew. FCC cancelled the authorization of 5 kw on 970 kc fulltime, directional night, and deleted the call.

Sun River stated that when its application was granted in Jan. 1946, it was the second outlet there, KFBB (1310 kc, 5 kw) having been in operation since 1922. Before the KMON construction permit was issued KXLK (1400 kc, 250 w) had filed and been approved, followed soon by KMFR (560 kc, 5 kw) and KGFM (1150 kc, 5 kw). Montana Network also had sought 250 w on 1450 kc, now dropped. Although Sun River loses about $20,000-$25,000 on the withdrawal, applicant said it preferred to suffer that loss now rather than greater sums later.

Firm is headed by O. P. Soule, attorney, president and 25% owner, and Henry Fletcher, general manager of KSEI Pocatello, Idaho, vice president and 8.79% owner. Hannah Soule holds 21.43% and Florence Gardner, daughter of Mr. and Mrs. Soule and general manager of KTFI Twin Falls, holds 21.43%.

Now on the Air Daily
7 A.M. to Midnight

WBUZ

F - M

96.7 Megacycles—Channel 244

Serving Metropolitan Washington and Prince Georges Co., Md. For Availabilities, Phone Hillside 3800.

Chesapeake Broadcasting Co.
1510 SOUTHERN AVENUE, S. E.
BRADBURY HEIGHTS, MD.

LESLIE L. ALTMANN
General Manager

ALBERT K. PORTER
Asst. General Manager

FCC Actions

(*Continued from page 60*)

Decisions Cont.:

Rochester Bcstg. Co., Rochester, Minn.—Ordered continuance of hearing on application presently scheduled Jan. 27 to Feb. 10.

Surety Bcstg. Co., Charlotte, N. C.—Ordered that hearing on this application be continued from Jan. 26 to Feb. 9.

Blackhawk Bcstg. Co., Sterling, and WTAX Springfield, Ill.—Ordered that hearing on these applications be continued from Jan. 28 to Feb. 6.

All-Okla. Bcstg. Co., Tulsa, Okla.—Granted petition to amend its application to show changes in officers.

WHLS Port Huron, Mich.—Commission on its own motion, continued hearing on application from Jan. 26 to March 29.

January 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTBC Tuscaloosa, Ala.—Mod. CP which authorized change frequency and install new vertical ant. with FM ant. mounted on top, for extension of commencement and completion dates.

KFPW Fort Smith, Ark.—Mod. CP, as mod., which authorized install new vertical ant. and mount FM ant. on top, for extension of completion date.

AM—740 kc

KUOA Siloam Springs, Ark. — CP change frequency from 1290 to 740 kc, power from 500 w-N 5 kw-D to 5 kw-D; change hours from unl. to D, using non-DA. AMENDED to change power from 5 kw-D to 10 kw-DN; hours from D to unl.; change type trans., install DA-DN and change trans. location.

AM—1260 kc

Frank Sinatra, Palm Springs, Calif. —CP new standard station 1260 kc 1 kw D.

License for CP

WMBR Jacksonville, Fla.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location and mount FM ant. on AM tower and change studio location.

Reinstatement of CP

WSIV Pekin, Ill.—CP reinstate CP which authorized increase power, install new trans. and change studio location, to be operated on 1140 kc 1 kw D.

AM—1220 kc

Red Oak Radio Corp., Red Oak, Iowa —CP new standard station 1220 kc 250 w D.

AM—1010 kc

Land O'Corn Bcstg. Co., Webster City, Iowa—CP new standard station 1010 kc 250 w D.

AM—1350 kc

Manhattan Bcstg. Co. Inc., Manhattan, Kan.—CP new standard station 1350 kc 500 w D.

AM—680 kc

WDBC Escanaba, Mich.—CP change frequency from 1490 to 680 kc, increase 250 w to 1 kw, install new trans. and DA-N, and change trans. location. AMENDED to change DA-N to DA-DN.

Reinstatement of CP

KFAM St. Cloud, Minn.—CP reinstate CP which authorized changes in antenna and mounting of FM ant. on top of AM tower, on 1450 kc 250 w unl.

Modification of CP

WGR Buffalo, N. Y.—Mod. CP, as mod., which authorized increase power and changes in DA-N and make changes in ant. and ground system, for extension of completion date.

License for CP

WSKY Asheville, N. C.—License to cover CP which authorized increase power and make changes in vertical ant. and trans. and authority to determine operating power by direct measurement of ant. power.

WLTR Bloomsburg, Pa.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

WTWS Clearfield, Pa.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Reinstatement of CP

WEKR Fayetteville, Tenn.—CP reinstate CP which authorized new standard broadcast station on 1240 kc 250 w unl.

AM—1240 kc

David Harold Wooldridge, Memphis, Tenn.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 kc to 1240 kc, change type trans., change trans. location. Contingent on KWAK being granted change of facilities.

AM—1580 kc

Weldon Lawson, Seguin, Tex.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 1580 kc, hours from unl. to D and change trans. equipment.

AM—1340 kc

Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.—CP new standard station 1340 kc 250 w unl.

Modification of CP

WASH Washington, D. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WCAR-FM Pontiac, Mich.—Same.

KFAB-FM Lincoln, Neb.—Same.

WQXQ New York—Same.

KVKO Harlingen, Tex.—Mod. CP which authorized new FM station to change type trans., make changes in ant. system and change commencement and completion dates.

WVOP Portsmouth, Va.—Mod. CP which authorized new FM station for extension of completion date.

WBOE Cleveland—Mod. CP, as mod., which authorized changes in noncommercial educational station to change completion date.

TV—210-216 mc

WKBN Bcstg. Corp., Youngstown, Ohio—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 21.6 kw, aur. 11.4 kw unl.

TV—192-198 mc

United Bcstg. Corp., Pittsburgh—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 31 kw, aur. 16.3 kw, unl.

APPLICATION DISMISSED

TV—180-186 mc

Donroy Bcstg. Co., San Diego, Calif. —CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 3 kw aur. 1.5 kw unl. DISMISSED Jan. 23, request of applicant.

APPLICATION RETURNED

TV—210-216 mc

Picture Waves Inc., Columbus, Ohio —CP new commercial television station on Channel 6, 210-216 mc, ERP vis. 18 kw, aur. 9 kw unl. RETURNED Jan. 22, incomplete.

TENDERED FOR FILING

Reinstatement of CP

KSMR Douglas, Ariz.—Reinstatement of CP which authorized construction on 570 kc 1 kw D for station KSMR, deleted Dec. 1.

WPTR Albany, N. Y.—Reinstatement of expired CP, as mod., for station WPTR to operate on 1540 kc 10 kw unl. DA-DN and extension of completion date, thereof.

AM—1400 kc

Lemoyne College, Memphis, Tenn.—CP new standard station 1400 kc 250 w unl. (Contingent on WHBQ being granted change in facilities).

January 29 Decisions . . .

BY THE COMMISSION

Petition Granted

Martinsville Bcstg. Co. Inc., Martinsville, Va.—Granted petition for reconsideration and grant without hearing of its application and authorized cond. grant for Class B station, subject to further review and approval of engineering details; proposed Channel 242, 96.3 mc.

January 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KIEV Glendale, Calif.—License to cover CP, as mod., which authorized install new trans.

AM—1490 kc

Pacific States Radio Engineering, Pittsburg, Calif.—CP new standard station 1470 kc 500 w D. AMENDED to change name of applicant from Joseph L. Berryhill and James L. Smith, a partnership d/b as Pacific States Radio Engineering to Joseph L. Berryhill, James L. Smith and Arnold C. Werner d/b as Pacific States Radio Engineering; change frequency from 1470 to 1490 kc, power from 500 w D to 250 w DN, hours from D to unl. and change type trans. (Contingent on KXOA to change frequency).

License for CP

WEAT Lake Worth, Fla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for Aux.

WSB Atlanta, Ga.—License to use old main trans. for aux. purposes with 50 kw 750 kc.

License for CP

KTRY Bastrop, La.—License to cover CP, as mod., which authorized new standard station and specify studio location.

KDHL Faribault, Minn. — License to cover CP, as mod., which authorized new standard station.

KRAM Las Vegas, Nev.—Same.

WJOC Jamestown, N. Y.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—950 kc

WGBG Greensboro, N. C.—CP change frequency from 980 to 950 kc, change hours from D to unl., increase 1 kw D to 5 kw DN, install new trans. and DA-DN and change trans. location.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,548 licensed, 427 construction permits, 269 applications in pending file, 357 applications in hearing; FM—92 licensed, 217 conditional grants, 742 CPs (of which 304 are on air under special temporary authority) 73 applications pending, 48 applications in hearing; television —seven licensed, 70 CPs (of which 11 are on air), 103 applications pending of which 44 are in hearing.

License for CP

WAKR Akron, Ohio—License to cover CP, as mod., which authorized make changes in DA-N and make changes in ground system and authority to determine operating power by direct measurement of ant. power.

KOGT Orange, Tex.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

KKLA Los Angeles—Mod. CP which authorized new FM station for extension of completion date.

WMMW-FM Meriden, Conn.—Mod. CP as mod., which authorized new FM station for extension of completion date.

FM—107.7 mc

REUB, Williams & Sons, Warsaw Ind.—CP new FM station (Class B on Channel 299, 107.7 mc, ERP 20 kw ant. height above average terrain 300 ft.

Modification of CP

WHAI-FM Greenfield, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KFEQ-FM St. Joseph, Mo.—Mod. CP which authorized new FM station for extension of completion date.

WCAP-FM Asbury Park, N. J.—Same.

WMFR-FM High Point, N. C.—License to cover CP, as mod., which authorized new FM station.

WMOH-FM Hamilton, Ohio—Mod. CP as mod., which authorized new FM station for extension of completion date.

KTOW-FM Oklahoma City—Mod. CP which authorized new FM station for extension of completion date.

KTUL-FM Tulsa, Okla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KWKC Abilene, Tex.—Mod. CP which authorized new FM station to change type trans., ERP to 360 w; ant. height above average terrain to 245 ft., make changes in ant. system and change commencement and completion dates.

KCOH-FM Houston, Tex.—Mod. CP which authorized new FM station to change name of permittee from Le Segall Bcstg. Co. to Call of Houston Inc.

TV—60-66 mc

New England Television Co. Inc. Springfield, Mass.—CP new commercial

What Makes Coverage?

"Power plus frequency", you may say! But that's only *half* the story! Your sales message has to be *heard* . . . and *believed* to create sales. WMC, the Commercial Appeal Station and the Memphis NBC outlet, rates first in listenership and prestige in 684,460 Mid-South radio homes.

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

WMC *"the station most people listen to most"*

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMCF

the first FM broadcasting station in Memphis and the Mid-South
WMCT (television) coming soon

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

National Representatives: THE BRANHAM CO.

The Most Powerful Advertising Influence in the Southwest

WOAI San Antonio

50,000 WATTS CLEAR CHANNEL

NBC Affiliate ★ Member TQN

Represented by Edward Petry & Co., Inc.

television station on Channel 3, 60-66 mc. ERP vis. 18 kw, aur. 9 kw unl.

TV—66-72 mc

New England Television Co. Inc., St. Louis—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 20 kw, aur. 10 kw unl.

TV—54-60 mc

Cleveland Bcstg. Inc., Cleveland—CP new commercial television station on Channel 2, 54-60 mc, vis. 15.58 kw, aur. 7.79 kw unl.

License Renewal

WROB West Point, Miss.—License renewal.

ACCEPTED FOR FILING

CP to Reinstate

KSMR Douglas, Ariz.—CP reinstate CP which authorized new standard station 570 kc 1 kw D.

Modification of CP

KFMB San Diego, Calif.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, change type trans. and to make changes in DA.

AM—1250 kc

WDAE Tampa, Fla.—Authority to determine operating power by direct measurement of ant. power.

CP to Reinstate

WKMO Kokomo, Ind.—CP reinstate CP which authorized install new vertical ant. and to mount FM ant. on top of AM tower, to be operated on 1400 kc 250 w unl.

CP for Aux.

KOAM Pittsburg, Kan.—CP install old main trans. for aux. purposes with power of 1 kw DA-N, 860 kc.

CP to Reinstate

WPTR Albany, N. Y.—CP reinstate CP as mod., which authorized new standard station, to be operated on 1340 kc 10 kw DA-DN.

AM—1570 kc

KAKC Tulsa, Okla.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBUD Athens, Tex.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

CP to Reinstate

KULE Ephrata, Wash.—CP reinstate CP which authorized new standard station to be operated on 730 kc 250 w D. Also mod. CP which requests reinstatement of CP for new standard station, to increase power to 1 kw, change type trans. and for approval of ant., trans. and studio locations.

Modification of CP

WMOB-FM Mobile, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVEC-FM San Luis Obispo, Calif.—Same.

WGOR Fort Lauderdale, Fla.—Same.

WNAC-FM Boston—Mod. CP which authorized new FM station, for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Same.

WSAI-FM Cincinnati—Same.

FM—95.9 mc

Chambersburg Bcstg. Co. Inc., Chambersburg, Pa.—CP new FM station (Class B) on Channel 239, 95.7 mc, ERP 1.62 kw. AMENDED to change class station from B to A; change frequency to Channel 240 95.9 mc.

Modification of CP

WKJF Pittsburgh—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFBC-FM Greenville, S. C.—Same.

KXYZ-FM Houston, Tex.—Same.

Assignment of License

WEHZ Reading, Pa.—Voluntary assignment of license from Berks Bcstg. Co. to Hawley Bcstg. Co.

TV—204-210 mc

American-Republican Inc., Waterbury, Conn.—CP new commercial television station, Channel 12, 204-210 mc, ERP vis. 25.3 kw, aur. 13.3 kw unl.

TV—180-186 mc

Indianapolis Bcstg. Inc., Indianapolis—CP new commercial television station, Channel 8, 180-186 mc, ERP vis. 27.8 kw, aur. 13.9 kw, unl.

TV—186-192 mc

Broadcasting Foundation Inc., Buffalo—CP new commercial television station, Channel 9, 186-192 mc, ERP vis. 30.6 kw, aur. 16.2 kw, unl.

TV—82-88 mc

TV Inc., Columbus, Ohio—CP new commercial television station, Channel 6, 82-88 mc, ERP vis. 16 kw, aur. 8 kw unl.

APPLICATION RETURNED

Transfer of Control

WLBG near Laurens, S. C.—Voluntary transfer of control of permittee corporation from L. C. Barksdale, H. D. Gray, L. G. Balle, W. C. Barksdale, E. D. Esterby, R. H. Roper and C. P. Roper to James C. Todd. (860 kc). RETURNED Jan. 26.

MILWAUKEE'S NEW 5-kw full-time station, WMAW (1250 kc), has as its first major program sponsor a wholesale grocery firm, Roundy, Peckham & Dexter Co. Representatives of station and sponsor are all smiles as arrangements are completed. Firm will sponsor portion of show featuring Jack (Heinie) Bundy (standing, l) and heard 11:30-12:30 noon, Mon.-Sat. Seated are George E. Inghram (r), WMAW general manager, and Roy A. Johnson, president of Roundy, Peckham & Dexter. Standing, l to r: Mr. Bundy; Elroy F. Ihlenfeld, vice president of the grocery firm, and James G. Sandison, WMAW commercial manager.

TENDERED FOR FILING

AM—1240 kc

KPPC Pasadena, Calif.—CP increase power from 100 w to 250 w 1240 kc.

AM—580 kc

Snowden Radio Enterprises, Winfield, Kan.—CP new standard station 580 kc 1 kw D.

AM—1220 kc

Plains Bcstg. Co. Inc., Guymon, Okla.—CP new standard station 1220 kc 1 kw D.

AM—1240 kc

Good Neighbor Bcstg. Co., San Antonio, Tex.—CP new standard station 1240 kc 250 w unl. (Contingent on KMAC vacating 1240 kc).

APPLICATION DISMISSED

AM—1400 kc

Community Bcstg. Co., Saginaw, Mich.—CP new standard station 1400 kc 250 w unl. Contingent on WSAM changing frequency to 790 kc. DISMISSED Jan. 26.

CP to Reinstate

WFLA Tampa, Fla.—Reinstatement of expired CP to mod. CP which authorized changes in DA-N.

Involuntary Transfer

KSDO Union-Tribune Publishing Co., San Diego, Calif.—Consent to involuntary transfer of control of FM station KSDO, arising out of death of Ira C. Copley to James S. Copley and The First National Bank of Chicago as executors for estate of Ira C. Copley, The First National Bank of Chicago as trustee for Chloe D. Copley, and the First National Bank and Benjamin P. Alschuler as trustees for James S. Copley and William N. Copley.

WBNU Aurora, Ill.—Same.

AM—710 kc

KFBC Cheyenne, Wyo.—CP change frequency from 1240 to 710 kc, power from 250 w to 5 kw-N 10 kw-D, insta'l new trans. and DA-DN and change trans. location.

Hearings Before FCC . . .

FEBRUARY 2
(Oral Argument before Commission en banc)

AM—Hearing

WTNJ Trenton, N. J.—Renewal of license, mod. license 1310 kc 500 w unl. Req. fac. WCAM, WCAP.

WCAM Camden, N. J.—Renewal of license, mod. license 1310 kc 500 w S-WCAP Req. fac. WTNJ.

WCAP Asbury Park, N. J.—Renewal of license, mod. of license 1310 kc 500 w S-WCAM, Req. fac. WTNJ.

AM—Hearing

Camden Bcstg. Co., Camden, N. J.—CP 800 kc 1 kw D.

WHAT Philadelphia—CP 820 kc 1 kw D.

Radio WKDN Camden, N. J.—CP 820 kc 1 kw D.

AM—Hearing

Valley Bcstg. Corp., Allentown, Pa.—CP 790 kc 1 kw DA unl.

AM—Hearing

WTNJ Trenton, N. J.—Mod. license 1310 kc 500 w unl. Req. fac. of WCAM and WCAP.

WCAM Camden, N. J.—Mod. license—1310 kc 500 w S-WCAP, Req. fac. WTNJ.

WCAP Asbury Park, N. J.—Mod. license 1310 kc 500 w S-WCAM, Req. fac. WTNJ.

WHAT Philadelphia—CP 820 kc 1 kw D.

WTEL Philadelphia — Mod. license 1340 kc 250 w unl.

FEBRUARY 2

AM—Hearing

KTSW Emporia, Kan.—Order to show cause.

AM—Hearing

KFRE Fresno, Calif.—CP 970 kc 1 kw unl.

KTKC Fresno, Calif.—CP 940 kc 50 kw DA unl.

AM—Hearing

Frequency Bcstg. System Inc., Shreveport, La.—CP 1050 kc 250 w D.

To be held in Court Room, Federal Bldg., Shreveport, 10 a.m.

FEBRUARY 3

AM—Hearing

Parish Bcstg. Corp., Minden, La.—CP 1240 kc 250 w unl.

To be held in County Court House at Minden, 10 a.m.

FEBRUARY 4

AM—Hearing

Turlock Bcstg. Group, Turlock, Calif.—CP 1450 kc 250 w unl.

Albert Alvin Almada, Sacramento, Calif.—CP 1390 kc 1 kw DA unl.

FEBRUARY 5

AM-FM—Hearing

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP 900 kc 1 kw D and for FM facilities.

FEBRUARY 6-7

Pleasant Valley Bcstg. Co., Oxnard, Calif.—CP 910 kc 1 kw D.

Valverde Bcstg. Co., Oxnard, Calif.—CP 910 kc 250 w D.

To be held in Room 205, Post Office Bldg., Oxnard, 10 a.m.

WMVA Martinsville, Va. Granted Conditional FM

CONDITIONAL grant for new Class B FM station on proposed Channel 242 (96.3 mc) was granted Jan. 26 by FCC to Martinsville Broadcasting Co., licensee of WMVA Martinsville, Va. Action stemmed from petition by applicant for reconsideration and grant without hearing.

Hearing on the FM application had been set by FCC last Oct. 14 regarding a WMVA policy adopted in 1942 to not permit broadcasting of controversial discussion on local labor situation by either local union or management representatives. Station explained situation was then "inflammable" and believed its stand was in public interest. However station had rescinded policy in July 1947 even before hearing was ordered, WMVA said in petition, and sought reconsideration and grant. Station said this had been only a specific case and did not reflect general policy on controversies.

Names Katz

THE KATZ AGENCY has been appointed national sales representative of all radio properties of the *Baltimore Sunpapers*—WMAR-TV, which is now operating; WMAR-FM, which is in the process of getting on the air, and WMAR, AM station, which is scheduled to make its debut the latter part of this year.

Station

WEAT

Lake Worth, Fla.

NBC Affiliate for

Palm Beach—Lake Worth—West Palm Beach

announces

the appointment

of

LORENZEN & THOMPSON, INC.

as its

Exclusive National Representative

Clarence L. Menser,
President

Frank R. Knutti,
Manager

ON THE AIR JAN. 15, 1948

WMLO Case Slated For April Hearing

AFM Local Asks $6,000 to Cover Fired Musicians' Salaries

THE CASE of AFM Local 8 vs. WMLO Milwaukee has been placed on the April calendar of the Wisconsin State Circuit Court. The suit was filed by the union Nov. 15.

Local 8 is seeking $6,000 representing salaries of four musicians dismissed by the station on the grounds they were not needed. The union also had obtained garnishment writs against WMLO advertisers, calling on them to recognize an AFM edict placing the station on its "unfair" list.

Jerry Sill, WMLO general manager, last week said a complaint filed by the station with the Chicago regional office of the NLRB recently was withdrawn "without prejudice." Station had charged the union with alleged coercion and use of a secondary boycott under provisions of the Taft-Hartley Act.

"Inasmuch as such practices have ceased, we have withdrawn our complaint 'without prejudice' with the understanding that if such practices recur, we can reopen charges," he told BROADCASTING.

With respect to the union's pending suit, he said he would "wait to see what the Circuit Court decides." Mr. Sill did not dismiss the possibility that the station might again file charges after the Circuit Court has handed down its decision.

Originally the station had taken action on advice that the union's "unreasonable decrees" violate the Lea Act and Taft-Hartley Acts. WMLO called on the NLRB for a decision on possible infringement of the T-H Act "because this law permits private individuals to act against attempts to coerce." It further charged that T-H provisions outlawing the secondary boycott had been "clearly violated" by the union's garnishment proceedings against WMLO's advertisers. Bond subsequently was posted covering total salaries of the four musicians, releasing advertisers from obligations attending the suit.

The staff musicians, whose talents were employed in a live musical capacity, received $231 per week under the WMLO-AFM local contract prior to their dismissal.

1947 Sales Volume of Over $6,000,000 Reported by Three Richards Stations

TOTAL 1947 sales volume of the three G. A. Richards stations—WJR Detroit, WGAR Cleveland, KMPC Hollywood—amounted to more than $6,000,000 it was announced last Monday following executive meetings among top management officials of the three properties in Beverly Hills.

In expanding this statement, Harry Wismer, assistant to Mr. Richards, said that increased public service broadcasts by the stations has resulted "in far greater expenditures by the three stations than ever before." Mr. Wismer said that in 1947, from a commercial standpoint, the properties concerned had experienced "the most successful year in the combined 48 years of operating experience of the three companies."

Recognizing the looming potentiality of video, it was pointed out that $2,000,000 had been set aside by Mr. Richards for construction of new television buildings in Detroit and Cleveland. During the sessions, every phase of each station's operation was carefully discussed with emphasis upon preparedness for all sales situations likely to arise in 1948, according to Mr. Wismer.

Those Attending

In addition to Mr. Richards and Mr. Wismer those participating were: P. M. Thomas, recently appointed vice president of WJR; John Patt, vice president and general manager of WGAR; Robert O. Reynolds, vice president and general manager of KMPC; R. Morris Pierce, vice president in charge of engineering for the three stations; Carl George, assistant manager of WGAR; George Cushing, vice president of WJR.

WNBC New York has taken space in 103 daily and weekly newspapers in the metropolitan area and a number of small towns to announce that emergency messages concerning school closings will be broadcast whenever issued, on the "Bob Smith Show," 7:05-8:30 a.m. Mon.-Fri.

3 WJR Officials Moved Up to Vice Presidents

THREE NEW vice presidents, P. M. Thomas, George W. Cushing and George F. Leydorf, were named last Wednesday by WJR Detroit. Simultaneously the station announced through Harry Wismer, executive assistant to President G. A. Richards, that 1947 had been its most successful year, with gross sales reaching a new high of more than $3,000,000.

Mr. Thomas has been associated with Mr. Richards for more than 30 years and joined WJR as secretary and treasurer in 1927, when Mr. Richards bought the station. Later he also became a member of the board of directors. He relinquished his duties as treasurer last year to his assistant, William G. Siebert.

Mr. Cushing, who has been with the station since 1941, acts as WJR's general supervisor of national affairs in addition to serving as news editor and as moderator of station's Sunday *In Our Opinion* show.

Mr. Leydorf moved to WJR in March 1946 as chief engineer after service with the Crosley Corp. and WLW Cincinnati.

* * *

Mr. Thomas, Mr. Cushing and Mr. Leydorf

540 kc Use Study Is Asked by NAB

FCC Recommendations Sought For NARBA Conference

FCC studies covering effective use of the 540 kc channel, recommended for use by the countries of North America at the autumn preparatory engineering conference of NARBA, were asked in a petition filed Thursday by NAB.

The 540 kc channel was added to the standard broadcast band for American regions at the Atlantic City International Telecommunications Conference last summer. NAB's petition noted that preliminary studies covering best use of the channel would be necessary prior to submission of U. S. proposals at the next NARBA conference to be held in Canada starting in August.

During 1944 meetings of the Radio Technical Planning Board NAB had advocated inclusion of 540 and 530 kc in the broadcast band and the NAB board at its November 1947 meeting had urged inclusion also of 520 kc.

In explaining the petition to FCC, NAB President Justin Miller said it was designed to obtain "technical information as to how this fine channel may be used to the best interest of the American people. The Commission must eventually determine its precise use but it appears that very little information as to its most beneficial possibilities is now available."

Though 540 kc has not been available in the North American region under the Cairo revision of the Madrid regulations, Canadian Broadcasting Corp. has operated the 50,000 w CBK Watrous, Sask., on the channel. Canada proposes that it be continued as a IA channel, with Mexico also desiring it for use as a clear. The 530 kc channel is assignable in Europe but not the Americas, France desires 520 kc for interior regions but objection has been raised that such use would interfere with distress signals.

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

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WEED & COMPANY, REP.

A Lee STATION

Represented Nationally by Adam J. Young, in New York by Joseph Lang, 31 W. 47th St.

FCC Head

(Continued from page 14)

tion that alterations were made in the Commission's records of those hearings. I am especially concerned with this matter since falsification of public records is in itself a criminal act, and the actual commission of any such act in connection with a Commission proceeding would be a matter of the most grave consequence. If any such act has occurred in the past, I certainly want to have it uncovered. And I certainly would not want anything of that character to happen in the future. I have, therefore, been most anxious to determine just what the facts are.

"I understand that you have already been furnished by the Commission with copies of the Allocation Report of May 25, 1945, preliminary drafts and working papers relating to that report, and correspondence with the Joint Communications Board concerning that report. I have not had personal opportunity to study all of these materials. Nor do I know what other material in your possession you may have reference to.

"But I think it can be fairly said from a study of the Commission's report of May 25, 1945, and the confidential report relating to FM that these documents in themselves furnish no basis for any charge that any alterations were made, or that any data was withheld, other than the omissions for security reasons which were specifically noted in the Public Report of May 25, 1945, with express reference to the place where the data withheld could be secured by properly authorized persons pending a declassification of the materials.

"The Commission's report of May 25, 1945 also shows on its face that a hearing was held on March 12 and 13, 1945, and that for security reasons, it was a closed hearing. I understand that a transcript of that hearing has been furnished to you. In view of the express public notice given by the Commission that specific data was being withheld for security reasons at a time when the war was still in progress, certainly the withholding of specific material at the request of the military under these circumstances was not a secret or undercover act of suppression and deception.

"As you know, the judgment of what specific data should be withheld was not made by the Commission, but was made by the Joint Communications Board. As you also know, the data has since been declassified and is now publicly available. Interested parties who participated in the closed hearing had complete knowledge of the data submitted in these hearings.

"I have uncovered no indications that transcripts of testimony or exhibits introduced in the hearing have been altered. Nor is there any evidence that the Commission relied on any testimony or exhibits in reaching its final decision other than those referred to in the public report of May 25, 1945, or the classified report, which has since been declassified.

"It may be of interest to you to know how the Commission decides hearing cases. I have learned in the four weeks that I have been at the Commission that staff drafts of proposed decisions in cases are presented as a basis for discussion and that quite frequently, in fact in most controverted cases, a discussion of the staff draft by the Commission members results in many changes. As a matter of fact the decision in each case is that of the Commission and not of the staff and it is not surprising in any case as hotly contested as this case, where the entire Commission sat throughout the entire hearings, that the members of the Commission would have their own views.

"Consequently if the materials in your possession indicate a difference of opinion as between the staff draft and the Commission's final decision, I am sure that you would agree that this is a wholesome procedure since it tends to bring out all of the facts in the case rather than surppress them. I do not think that changes made by the Commission in a staff report constitutes tampering with the record. I think that any alterations in testimony or exhibits would be tampering with the record. Whether the changes which were made by the Commission in the staff draft are supported by the record in the case is a question of judgment.

"Findings of fact by the Commission involve an evaluation of the testimony in the hearings by the members of the Commission. They were aided in arriving at their decisions by proposals made by the staff and discussion of the issues with the members of the staff. But I see no reason to conclude that in so doing there is any basis for a charge of falsification of the records in the case or that there was alteration of data contained in the transcript of the hearing or in the exhibits introduced in the case.

"Because of the gravity of the charges which you have made I am most anxious to get to the bottom of the matter. I would, therefore, appreciate an opportunity to examine any data which you have, including original copies of Commission records you now have, which would enable me to pursue the matter further than the point which I have so far reached. I assure you that the entire matter will be brought before the Commission by me as soon as I have been able to examine all of the relevant material."

NBC'S NEW Stations Planning and Advisory Committee held first meeting in New York Jan. 20-21. Present were: seated, l to r—Milton L. Greenebaum, president and general manager, WSAM Saginaw, Mich., new SPAC secretary; Richard H. Mason, manager, WPTF Raleigh, N. C.; Paul W. Morency, vice president and general manager, WTIC Hartford, Conn., re-elected committee chairman, and John J. Gillin Jr., president and general manager, WOW Omaha, vice chairman; standing, l to r—Wiley P. Harris, director of WJDX Jackson, Miss.; H. Quenton Cox, manager, KGW Portland, Ore.; Martin B. Campbell, general manager, WFAA Dallas, and S. S. Fox, president and general manager, KDYL Salt Lake City.

Questions

1. It is a matter of common understanding in radio broadcast circles, and has been referred to in the trade press, that officials of the National Broadcasting Company have been particularly interested in your appointment and confirmation as chairman of the Federal Communications Commission, and more particularly that its Washington vice president, Frank Russell, has stated on a number of occasions that Coy is his candidate. Variety, in fact, publicly complimented Russell on this accomplishment. I realize that you cannot be responsible for what others say or do, but I am sure that you must realize that when the largest corporation in the telecommunications field, having paramount interest in what the Commission does and may do about the development of FM and television, is charged with such utterances about a public official, it becomes important that such charges be publicly and vigorously disavowed and repudiated. It is my opinion that a statement from you in this respect would be desirable and healthy in restoring public confidence in the Federal Communications Commission.

2. In connection with question No. 1, it is noted that the last chairman, Mr. Denny, is now an influential and highly paid employee of the National Broadcasting Company. It has been stated that Mr. Denny was instrumental in your appointment as chairman of the Commission, a matter to which you alluded briefly during yesterday's hearing. You suggested that you know Mr. Denny "fairly well"; it has been reported to me that even since your appointment you have seen Mr. Denny with great frequency and that he is an intimate counselor of yours. In view of the fact that Mr. Denny's departure from the Commission has been followed with a number of charges, made publicly in a hearing before the Commission, it occurs to me that a new appointee to the Commission is not helping himself or public confidence in the agency by intimate conferences with a representative of the largest entity in the radio broadcast field. A discussion of this matter and your feelings about it may prove helpful.

3. To what extent, if any, will either the counsel, advice, or friendship of Messrs. Denny or Russell affect, alter or

(Continued on page 74)

BY ANY METHOD

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Vicks sells hard with spot radio

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ON THE JOB FOR YOU EVERY MINUTE IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

FCC Head

(Continued from page 73)

modify any decisions or actions you take as chairman of the Federal Communications Commission?

Answer

"I vigorously repudiate any allegation made directly or by implication that I am the candidate of any broadcasting interest, any affiliated broadcasting interest, or any communications interests. More particularly, I repudiate any allegation that I am the candidate of the National Broadcasting Co. or its Washington Vice President, Mr. Frank Russell.

"I was told by Mr. Russell before I was named to the Federal Communications Commission that he would be very happy to see me named. I was told by Mr. Russell, after I assumed a position as a member of the FCC and its Chairman, that he was pleased to see me in that position. Other officials of the NBC and officials of other network organizations and more than 100 independent broadcasters have told me the same thing, both before I was named to my present position as Chairman and since I have been named.

"More than that, many of these people have told me that they had written to their Senators expressing their pleasure at my being mentioned for the place or named for the place and asking that the Senator support me on the basis of their acquaintance with me in the radio field. I do not know whether Mr. Russell or any official of the NBC or any official of any other network wrote or spoke to a Senator on my behalf. If they did so, I have no knowledge of it. In those cases where I was informed that broadcasters or other friends of mine had written their Senators urging my confirmation I wrote them and expressed my gratification and appreciation for their confidence in me.

"I must insist to you and to the members of your Committee that in the discharge of my duties, the public interest will be first and that any personal friendships that I have with anyone in the broadcasting industry or other industries under the jurisdiction of the FCC will in no way influence me in the exercise of my best judgment as to what is in the public interest. If allegations have been made to you that I would be influenced by the friendships of any person who recommended me to any Senator, I now deny it flatly.

"Mr. Charles R. Denny, former Chairman of the FCC and now an executive of the NBC, was in no manner, directly or indirectly, instrumental in my appointment as Chairman of the FCC. I told you and members of the Senate Interstate and Foreign Commerce Committee that I knew Mr. Denny 'fairly well.' I was very careful not to underestimate my relationship with him. My acquaintanceship with Mr. Denny relates entirely to the time following his appointment to the FCC and I estimate that I perhaps saw him not to exceed a dozen times in the years he served as a member and Chairman of the Commission. Practically all of my relationship with Mr. Denny was in the discharge of my business responsibilities. The other times I saw him were at public gatherings. I have not been a social intimate of Mr. Denny during the time I have known him. I feel that when I said to you I know him 'fairly well' I was not underestimating.

"Mr. Denny told me, after he learned that the President had offered me a position on the FCC, that he was very happy about it but that he wanted me to know that when he tendered his resignation to the President, he recommended the appointment of General Telford Taylor, formerly General Counsel of the FCC and now on military leave of absence in the Army of the United States as Chief of the Prosecuting staff at the Nuremberg trials.

"The reports that have reached you that since my appointment I have seen Mr. Denny with great frequency and that he is an intimate counselor of mine are false and malicious. I had a conference with Mr. Denny before I was appointed by the President on the basis of the knowledge that I had that I would be appointed by the President at which time I discussed with him the secretarial staff in his office. I had heard he expected to take one or two people who were on the Chairman's staff at the Commission with him to the NBC. I wanted to know whether I would find a staff capable of carrying on in the office with some knowledge and experience or whether I would face a situation where I would have to recruit an entirely new staff or at least a large part of it. My understanding of the propriety of my conduct would not preclude me from having a conference with Mr. Denny on such a subject. This discussion, as I say, took place before I was named to the Commission.

"I have seen Mr. Denny on two occasions since I have been appointed a member of the FCC and its Chairman. Both of those times were at social affairs where there were many others present and I can assure you that there were no intimate conferences held nor did I seek Mr. Denny's advice as to any matters before the Commission, nor did he offer it. Mr. Denny has not been to my office to see me about any matters pending before the Commission or any matters relating to the Commission in any way, nor has he communicated with me in any way about such matters. I do not want to leave you with any misunderstanding about this matter or to cast any reflections on Mr. Denny's integrity. My denial of the reports which you have received in no manner are to be construed as an implication that I believe Mr. Denny will seek to influence me in my position.

"I assure you and the members of the Senate Interstate and Foreign Commerce Committee that I will not be influenced in my decisions or actions as Chairman and member of the FCC by the friendship of Messrs. Denny or Russell or any other person or persons. My conception of my position is that I am expected to use my best judgment in the public interest without being influenced or prejudiced by personal considerations."

Question

4. I note from the Commission's last annual report that the Commission completed 315 hearings during the last fiscal year but that 734 hearing cases were still pending. At that rate it will require two years for the Commission to clear up pending hearing cases alone. In view of the fact that one of the principal complaints about the Commission is a charge that citizens are prevented from investing funds in radio enterprises and the development of the art is slowed down by Commission bottlenecks, what do you propose to do about this important matter?

Answer

"I am sure that you and other members of the Senate Interstate and Foreign Commerce Committee have the same concern about the pending workload of the FCC as I. The knowledge which I have acquired of this situation in the four weeks I have been with the Commission indicates that this matter requires most earnest and prompt attention. Since Dec. 29, 1947, when I took office, the other Commissioners and I have spent most of our time in Commission meetings disposing of the cases ready for decision or in hearing oral arguments in other cases, including three days spent in hearing the oral arguments in the clear channel proceeding. I hope and expect that within the next few weeks I shall be able to spend considerably more time than I have been in the past month in acquainting myself with the workload in the various divisions of the Commission.

"It is apparent that the situation which the Commission has faced in the past month is

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NATIONAL FIRST place in family program classification of National Retail Dry Goods Assn.'s annual contest for outstanding retail radio shows was won by C. E. Chappell and Sons Inc., Syracuse, for the 15-minute program, *Curtain Time*, which the store sponsors over WSYR Syracuse. Check is presented to Ed Donaldson, writer, producer and narrator of the program, on behalf of WSYR by E. R. Vadeboncoeur, vice president, in absence of Col. H. C. Wilder, president. L to r: Bill Rothrum, WSYR program director; John C. Miod, buyer for Chappells; Mr. Donaldson; Steven Webb, advertising agency representative; Mr. Vadeboncoeur; Al Gillen of WSYR commercial department, and Mrs. Lillian Leffert, sales promotion director for Chappells.

comparable to what it has faced continuously since the end of the war. The lifting of the freeze on construction of radio and other communications facilities, which was in effect during the war, resulted in a flood of applications beginning in late 1945. This flow of applications has not yet begun to subside. In fact there is indication that there is a new flood of applications coming in the television field. The very existence of such a large number of applications has kept the members of the Commission and its staff completely absorbed in the day-to-day tasks of moving these applications to final decision. I shall not go into the procedures involved in this task. I do know that some consideration has been given from time to time to revision of these procedures but I have the feeling that continuous attention of the Commission must be given to these problems.

"You ask me directly 'What do you propose to do about this important matter?' With the limited knowledge which I have thus far acquired, I can only say to you at this point that I propose to see that it does get the continuous attention from the Commission which the problem requires. As Chairman of the Commission I expect to review the operations of each administrative unit within the Commission. Administrative difficulties will be reported to the Commission with recommendations aimed at their elimination. I am sure that an over-all review of the current situation cannot help but point up possibilities of increased efficiency. And it seems to me that continued review of administrative processes are necessary.

"When I was before your Committee last week I made the suggestion that the Commission be given the opportunity to meet periodically with the Committee to discuss the status of the Commission's activities. I certainly think that on the occasion of the first of such a series of meetings that the Committee would want to discuss with the Commission the progress that is being made to increase the efficiency of the Commission's operations."

Question

5. Members of the Committee particularly concerned about radio legislation believe that the basic tenet of Title III of the Communications Act dealing with radio broadcast matters lies in the authority the Commission has exercised to review the public interest operation of a licensee. As you know, the large radio broadcast interests believe that the Commission should have no such power, thus in effect granting them a license in perpetuity. What are your views about this situation; do you believe the law should be strengthened to make certain that the people, through their Congress (whose arm you are) retain this power to see that radio stations are operated in the public interest?

Answer

"Radio frequencies are great natural resources of the U. S. The Commission, as an arm of the Congress, is authorized to grant to applicants the use of those frequencies for limited periods of time in accordance with the requirements of "public interest, convenience and necessity." Congress was most careful in specifying that it is only the use and not the ownership of those channels that may be granted to any person. I do not see how anyone can seriously dispute the basic soundness of this philosophy.

"I think the present Act is crystal clear as to the authority of the Commission to determine whether an applicant will operate in the public interest or whether a licensee has operated in the public interest. This authority heretofore exercised by the Commission has been approved by the courts of the land. I can see no sound reason for rewriting the Communications Act in the manner suggested by certain interests so as to deprive the Commission of the authority to review the over-all program operations of station licensees. This effort is based upon assertions that this power has been illegally asserted and indeed unconstitutionally granted by the Congress in violation of the First Amendment of the Constitution.

"I am not a lawyer, but I do not see how any censorship or violation of free speech is involved in the assertion of Commission authority to apply the test of public interest to the program operations of licensees as a basis of determining whether the licenses should be renewed.

"I do not think that the Commission should be in the position of prescribing the specific programs that should or should not be carried by radio stations, and I am, therefore, also in full agreement with the provision of the existing law which prevents the Commission from exercising any powers of censorship over the program material broadcast by any station. This salutary prohibition against any exercise of censorship powers by the Commission must not, however, be tortured into a claim that the Commission has no proper concern with the question whether licensees are in fact fulfilling their duty to operate in the public interest.

"Under these circumstances, change in the present provisions of the Communications Act on these points would not appear to be necessary although, of course, I would not be unsympathetic to any changes in language which might further clarify or strengthen existing provisions of law. But I believe that Congress, in any redrafting of the Communications Act, should be particularly careful to avoid changes in the existing law which might be construed as limiting the power of the Commission to consider the over-all service which an applicant for a license proposes to furnish, or the service which has been furnished by existing stations applying for renewal of their licenses.

"Respectfully submitted,
"WAYNE COY."

KLAC Hollywood has received official commendation from Los Angeles Police Dept. for leading role played in cutting down recent holiday traffic deaths through special program "I Witness Death," produced by Fred Henry, station's director of news and programs.

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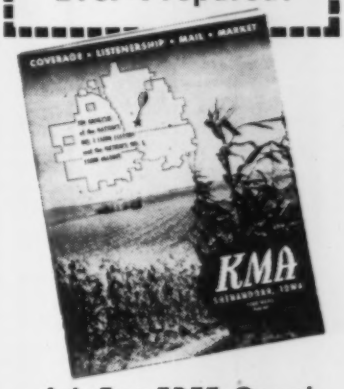

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Program for FMA Region 3 Meet Set

300 Expected to Attend Chicago Session Feb. 18, Bailey Says

PROGRAMMING and selling FM will highlight first meeting of Region 3, FM Assn., at the Sheraton Hotel, Chicago, on Feb. 18, Bill Bailey, FMA executive director, announced last week.

In Chicago to complete arrangements for FMA's first 1948 regional meeting, Mr. Bailey said that 1948 should see increased time sales on FM stations.

David S. Ballou, vice president of the newly-organized FM Reps Inc., one of the featured speakers, will discuss "Selling FM."

Among other speakers will be William E. Ware, general manager of KFMX Council Bluffs, Iowa, and vice president of FMA, who will present a talk on promotion illustrated by motion pictures.

Thomas F. McNulty, FMA treasurer and president of WMCP Baltimore, will speak on programming FM from an independent operator's viewpoint. Mr. McNulty also is chairman of the FMA-RMA liaison committee.

In addition, Joseph B. Ellicott, vice president of RCA Victor Division in charge of home instruments, will discuss the FM set outlook for 1948.

Advance registration indicates a turnout of 300 or more for the meeting, according to Mr. Bailey. Region 3, of which Marion Claire, director of WGNB Chicago, is temporary chairman, embraces Illinois, Iowa, Wisconsin, Michigan and northern Indiana.

Permanent officers for the region will be elected.

Wheelock Joins Bacher

WARD WHEELOCK, head of agency bearing his name, last week became a partner of William A. Bacher, motion picture producer, in a movie production venture. Although initial plans call for movie production, it is understood that video films will become a prominent phase of operations.

Crosley Seeks Fourth Video Outlet; Nine Others Make FCC Applications

TEN APPLICATIONS for new commercial television stations were filed last week with FCC—all by groups presently owning broadcast stations, both AM and FM. The number of pending applications is raised to 103.

Crosley Broadcasting Corp. has requested Channel 8 (180-186 mc) at Indianapolis with power of 30.1 kw visual and 25.4 kw aural. Licensee of WLW Cincinnati and WINS New York, Crosley holds construction permits for television outlets in Cincinnati (WLWT), Dayton (WLWD) and Columbus, Ohio (WLWC).

Crosley plans to invest an initial $340,538.50 in the Indianapolis plant with first year's operating cost estimated as between $94,000 and $120,000. No revenue estimate is given. Applicant stated it later proposes to amend for Channel 12 (204-210 mc) in lieu of Channel 8.

Channel 10 (192-198 mc) and power of 24.5 kw visual and 12.26 kw aural is requested in Toledo, Ohio, by Community Broadcasting Co., licensee of WTOL that city. Total construction cost is given as $199,000 with first year operating expenses running $120,000. Revenue is given as unknown.

TV Inc., wholly-owned subsidiary of The Dispatch Printing Co., publisher of the *Columbus Dispatch*, has filed for Channel 6 (82-88 mc) and 16 kw visual and 8 kw aural power. The officers and directors also control RadiOhio Inc., operator of WBNS (AM), WELD (FM) and W8XUM (facsimile, experimental) that city. Initial investment is set at $324,226 with monthly operating cost of $18,000. Revenue estimate was declined.

Broadcasting Foundation Inc., licensee of WKBW Buffalo, N. Y., seeks Channel 9 (186-192 mc) and 30.8 kw visual and 16.2 kw aural power in that city. Total cost given: $250,000; operating cost: for first year: $120,000. Expected first year revenue is $60,000.

Yankee Network Inc. seeks Channel 10 (192-204 mc) at Bridgeport, Conn., where it is licensee of WICC. Power of 38.25 kw visual and 19.125 kw aural is sought. Total cost of $307,100 is cited with monthly operating cost estimated as $2,000 exclusive of program expenses. Little or no revenue is expected at first, application said.

Independent Broadcasting Co., licensee of KIOA Des Moines, asks for Channel 5 (76-82 mc) or other facility to be assigned by FCC for that city. Power asked is 23.9 kw visual and 12.6 kw aural. Initial cost of $221,950 is estimated with $16,000 per month given as operating cost. Revenue is given as $12,000 monthly to start and $24,000 per month within a half year.

Licensee of WGST Atlanta, Georgia School of Technology, has filed for Channel 11 (198-204 mc) and 25.28 kw visual and 12.6 kw aural power. Total cost was not given in the application but first year expenses were estimated as $50,000 with no revenue listed.

American-Republican Inc., licensee of WBRY Waterbury, Conn., and publisher daily *American-Republican*, requests Channel 12 (204-210 mc) and power of 25.3 kw visual and 13.3 kw aural in that city. Total cost of station is set at $244,000 with monthly operating cost given as $15,000. No revenue estimate was ventured.

Cleveland Broadcasting Co. Inc., permittee of WERE-FM Cleveland and AM applicant in that city, seeks Channel 2 (54-60 mc) and power of 15.58 kw visual and 7.79 kw aural. Initial cost: $249,513; first year operating cost: $104,000; revenue: $52,000.

Midland Broadcasting Co., licensee of KMBC Kansas City, seeks Channel 9 (186-192 mc). Construction cost is set at $110,200. KMBC operated experimental television station W9XAL from 1932 to 1935. Its application is the third in Kansas City, the *Kansas City Star* (WDAF) and New England Television Corp. having applied previously.

WEAT Lake Worth, Fla. To Hold Opening Feb. 14

FORMAL opening of WEAT, new NBC affiliate in Lake Worth, Fla., is scheduled for Feb. 14. Station will operate on 1490 kc with 100 w.

Clarence L. Menser, former NBC vice president, is president of the licensee, Lake Worth Broadcasting Co. Frank R. Knutti is the station's manager.

CFPA Port Arthur, Ont., has been granted FM license to operate 250 w on 102.7 mc, Channel 274. Call will be CFPA-FM and programs will duplicate AM programs, according to owner Ralph Parker.

WHO - FM Starts; First Des Moines FM Station

WHO-FM Des Moines planned to inaugurate daily program schedule yesterday (Sunday) after two weeks of testing. Station's interim operation will be on 100.3 mc (Channel 262), B. J. Palmer, president of Central Broadcasting Co. licensee of WHO and WHO-FM, announced.

Program director of the new FM outlet, Des Moines' first, is Ernie Sanders, veteran WHO announcer. Harry Mantel has been assigned to continuity and production. Nine WHO announcers, two men from WHO news bureau and all members of WHO's farm department will assist in programming WHO-FM, Mr. Palmer said.

WHO-FM transmitter, a 3-kw Westinghouse, operating through 2-bay General Electric antenna, is housed in tower atop 19-story Equitable Bldg. in downtown Des Moines. Top of antenna is 316 ft. above street level. Ray Stauffer, of WHO engineering staff, is assigned temporarily as transmitter supervisor. He was in charge of installation of the transmitter under supervision of Chief Engineer Reed Snyder.

Schile to KUTA

S. JOHN SCHILE, for the past four years commercial sales manager of the Pacific Northwest "XL" stations has been appointed commercial manager of KUTA Salt Lake City. He replaces Jack A. Burnett, now at KULA Honolulu. Announcement of Mr. Schile's appointment was made by Frank Carman, KUTA general manager, who said Mr. Schile planned to move his family from Butte, Mont., where he has been stationed, to Salk Lake City later this winter. Before going into radio Mr. Schile was advertising director of the S & L department stores in the Midwest.

Mr. Schile

AS WEEKLY SERVICE for troops in Pacific theater, AFRS is broadcasting shortwave main bout from Los Angeles Olympic Auditorium. Civilian announcer Jack Little handles co'or with M/Sgt. Gil Sonner doing blow-by-blow assignment.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

1-2-4

WIRL

Peoria, Ill.

Prospect of White Bill

(Continued from page 14)

year rotation provision. Comr. Webster, now abroad, did not participate.

As for the White Bill proposal for separation of the FCC into autonomous divisions, differences also developed, it was learned. Comr. Jones, who took office last fall after nearly a decade in Congress is understood to favor the White proposal for two autonomous divisions of three men each, with the chairman serving simply as the executive officer. The remainder of the FCC favored the chairman as an ex officio member on each division, with a vote.

It was expected the FCC's comments would be submitted to the committee next week, after which arrangements presumably would be made for full committee action. The radio subcommittee, headed by Sen. White, reported the original version of the Bill favorably more than a month ago [BROADCASTING, Dec. 15]. The committee is not expected to proceed, however, without instruction from Sen. White.

Would Act Quickly

It generally had been felt that the Senate would act expeditiously in approving the White Bill, following the leadership of the venerated Maine legislator. Staff work on the measure and on a report to the Senate is going forward under the direction of Edward Cooper, communications expert of the committee and Richard Lunn, Sen. White's stepson and administrative assistant.

With Congress expected to recess in advance of the national political conventions in June and July, and with other urgent legislative matters before it, handling of the White Bill might become a race against time.

There have been no indications as to intentions of the lower house, where Chairman Wolverton (R-N. J.) of the Interstate and Foreign Commerce Committee introduced a companion to the original White Bill, now sharply revised in the Senate. Indications have been that the House committee would be disposed to hold its own hearings and that a vigorous fight would be made against the so-called censorship provision. Virtually all other provisions of the White Bill, from the broadcasters' standpoint, are regarded as acceptable, even though opposition has been indicated as to particular provisions.

Lincoln's Story

THE *Ford Theatre* on NBC Feb. 8 and Feb. 15 will present the first two-hour, complete, dramatic biography of Abraham Lincoln ever broadcast. Part one, *Abe Lincoln in Illinois* was written for the New York stage and premiered in 1938. Part two is entitled *Abe Lincoln in Washington* and has been especially prepared for the *Ford Theatre* by Robert Sherwood. Kenyon & Eckhardt, New York, is the agency.

Chicago TV Plans Speeded; WGN-TV Picks Cameramen

By BILL THOMPSON

WGN-TV, The *Chicago Tribune's* television station, which begins test patterns this week preparatory to regular programming next month, last Friday announced the appointment of two veteran *Tribune* photographers as first members of its proposed eight-man newsreel staff. They are: Frederick Giese, who was a newsreel cameraman before joining the *Tribune* 15 years ago, and Leonard D. Bartholomew, ex-AAF captain, who has been with the newspaper since 1935.

Mr. Bartholomew

Mr. Giese

The service will bring Chicago televiewers picture news coverage via WGN's new video station, which will cover news in Chicago with a mobile unit. It will include a TV relay transmitter mounted on a truck and capable of on-the-spot telecasting via the main transmitter atop the Daily News Bldg. Construction of TV quarters on the 25th and 26th floors of that building has been progressing under the direction of Carl J. Meyers, WGN chief engineer.

Relayed by cameramen to the studios for editing and airing in newsreel form, films can be presented to the video audience almost immediately after news events occur through use of the Houston film developer, a new invention which processes raw film into finished form for telecasting speeds up to 20 feet per minute.

Messrs. Giese and Bartholomew already have begun a tour of eastern stations to obtain information on the latest developments in local television newsreel coverage. Tour will include WFIL-TV, *Philadelphia Inquirer* video outlet, which presents a daily newsreel, and stations in New York, Washington and Baltimore. They will also confer with officials of Eastman Kodak Co. and other film concerns.

ABC's Chicago Plans

Meanwhile, E. R. Borroff, vice president in charge of ABC Central Division, announced last Tuesday that construction of television facilities for the network's Chicago outlet, WENR-TV, has begun. Station expects to begin operation by Sept. 1.

Main TV studios will be located on the 44th floor of the Civic Opera Bldg. and until permanent studios can be built, outside space will be rented temporarily. A 118-ft. tower will be installed on the building's highest ridge. Station will operate on Channel 7, 174-180 mc.

NBC already has announced Sept. 1 as a probable commencement date for WNBY Chicago, with good prospects for NBC network television by year's end. It has not disclosed as yet whether it proposes to link stations in that particular grid (WTMJ-TV Milwaukee, KSD-TV St. Louis, WWJ-TV Detroit) by microwave relay or coaxial cable.

In any event, four operating television stations by December looms as a distinct probability for Chicago set owners. Three applications for stations—the remaining number under the city's allocation—still are pending before FCC. They include those of Marshall Field's *Sun-Times*, the Johnson-Kennedy Corp. (WIND) and CBS.

'Television City'

With respect to Chicago television's distant future, a spokesman for NBC Central Division last week admitted that the network had been approached by Dennis Scanlan, of Walter Butler Co., St. Paul, designer of a proposed $50,000,000 "Television City" on Chicago's lakefront [BROADCASTING, Jan. 26]. While admitting NBC's interest in the plan, he pointed out it still was in the "nebulous" stage. He said NBC had been similarly confronted three years ago when the project first was disclosed. No details were discussed, he added. Meanwhile, other sources labeled the plan at this stage as "visionary."

"Television City" project would include a sports arena, football stadium, swimming pool, exhibition space and other features. Under the plan, disclosed at the recent annual meeting of the Chicago Convention Bureau, "Chicago may well become the television capital of the world—the Hollywood for television," Mr. Scanlan believes.

Property on which it is proposed to build "Television City" consists of approximately 31 "air rights" acres over the Illinois Central tracks between the Chicago River and Randolph Street in downtown Chicago.

WTAG Worcester, Mass., is carrying the announcement "This program has been approved by the Worcester School Dept. for supplementing out-of-school listening" with its "Make Friends with Music" children's series. Letters also have been sent out to the schools calling the attention of the teachers to the music appreciation program on Saturday mornings.

WSLI
JACKSON MISSISSIPPI

The Fact Is . . .

Jackson has 3.97% of the state's population, but 11.39% of all retail selling in Mississippi.

The Fact on WSLI Is . . .

This 5000 Watt (night and day) station on 930 K.C. is Mississippi's most powerful. WSLI is your *selling* medium in Jackson — focal point and distribution center of the state!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

. . . wanta leap all over a 14,000 square mile sales area?

WIP
PHILADELPHIA'S PIONEER VOICE

Represented nationally by EDWARD PETRY & CO.

BASIC MUTUAL

THE
LONG ISLAND
STORY

WHLI delivers **more listeners per dollar** in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 **HOOPER** "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

KTUL
TULSA
John Esau
Vice President & General Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

AWB

(*Continued from page 16*)

ing expert of WCOP Boston. The main point that Miss Bailey brought out was the importance of presenting specific facts about merchandise, and above all, sincerety and truth about the product.

After outlining the work of Broadcast Measurement Bureau, Hugh Feltis, BMB president, in his talk on "Counting the Customers," addressed himself especially to "those of you who are selling time locally."

"Although retailers have been somewhat slow to use BMB figures," he said, "they are beginning to do so. . . . The BMB reports tell you where a station is listened to, and by how many families. It won't tell an advertiser how many families will listen to his program, any more than a newspaper's circulation figures will tell him how many people will read his ad. But now in BMB you have for the first time a set of figures whose authenticity is beyond question—a set of figures which will help you sell radio with assurance and help the advertiser buy radio with assurance."

"And if radio revenue is to grow —as it must to support the many new stations—retailers are perhaps the biggest single source of new radio money. Let BMB help you get it."

Willard Talk

Following the 1 p. m. luncheon on Friday, which was highlighted by an address on "Universal Military Training" by Gen. Omar Bradley, future Chief of Staff, A. D. (Jess) Willard Jr., NAB executive vice president, spoke on "The NAB and the AWB."

There is a better opportunity now for close cooperation between the two organizations than ever before, Mr. Willard said in substance. He suggested that a representative group from the women broadcasters get together with the NAB in working toward AWB integration within the NAB. The move is largely up to the AWB, he said.

Mr. Willard's speech preceded the presentation by RMA Executive Vice President Bond Geddes of an RCA radio-phonograph to Iris Haverstack, of Canton, Ohio, winner of the AWB National Radio Week Contest. Miss Haverstack's winning letter was on the subject, "What Is My Favorite Program and Why."

During the Friday afternoon sessions, Dorothy Lewis, NAB coordinator of listener activity, and AWB vice president, was presented with the Girl Scout Radio Badge for her years of service as national radio advisor to the Girl Scouts. The three representative Scouts were accompanied by Mrs. Paul A. Porter, radio chairman of the Girl Scouts of Washington, D. C., and wife of the former FCC chairman.

At 4:30 p. m., the women broadcasters were guests of Mrs. Truman at a White House Tea. There was a cocktail party 6-7 p. m. at the Mayflower, given by Harriet Sabine, of Can Manufacturers' Institute, followed by a 7 p. m. buffet supper at the Mayflower, where the AWB members were guests of J. Walter Thompson Co.

The television mood created by the 9 p. m. WMAL-TV telecast of the convention, was furthered by Alma Kitchell, of WNBT New York, and past AWB president, as she addressed the group on "Television Techniques."

Leading the agenda for Saturday was a business session on "The Woman Broadcaster and Her Public," presided over by Mrs. Lewis. Prior to this meeting, Swift & Co. held a breakfast for the AWB.

AWB Fetes Winners

Also scheduled was a panel discussion on "Telling Industry's Story," with Eleanor Hanson, of WHK Cleveland, as chairman. This was to be followed by presentation of citations to the winners in the AWB survey of release sources. Winners, selected for the excellence of their releases were: Greeting Card Industry, J. Walter Thompson Co., *Parents* magazine, Brand Names Inc., Grocery Mfrs. of America, and Dept. of Public Information of the United Nations.

Chairmaning the scheduled "Public Service Story" session was Mrs. Lewis.

At 12:30 p. m. Saturday a reception was scheduled for AWB officers in the Mayflower's Pan American Room, followed by a televised luncheon at 1 p. m. NBC's WNBW handled the telecast; Miss Crane presided.

Distinguished guest speakers at the luncheon were: Rep. Joseph Martin, Speaker of the House; Agriculture Secretary Clinton P. Anderson; Benjamin Cohen, assistant secretary general, U. N. Information Dept.

Sunday's business meeting rounded off the convention. [For complete AWB Convention agenda, see BROADCASTING, Jan. 26.]

New FM Call

THE MEMPHIS PUBLISHING Co., licensee of WMC Memphis, Tenn., and permittee of WMC-FM and WMCT (TV) that city, has been granted change of FM call by FCC to WMCF, H. W. Slavick, general manager, has reported. WMCF is scheduled to boost effective radiated power to 216 kw on Channel 259 (99.7 mc) upon completion in April of new 750-ft. tower. Station presently is using 18 kw and has been on the air since May 1947. WMCT expects to be on the air later this year. Assignment is Channel 4 (66-72 mc).

VETERANS Hospital Camp Shows Inc., which is sponsored by the NAB, the four major networks, and 17 other groups representing all branches of radio, screen, and stage, announced that ten entertainment companies have launched the committee's program to entertain 100,000 disabled veterans in 101 hospitals throughout the U. S.

WFMJ Gives $250,000 TV Equipment Order to RCA

WFMJ YOUNGSTOWN, Ohio has placed a contingent order with RCA for more than $250,000 worth of television equipment, with long range plans calling for the spending of over $400,000 for television facilities, it was learned last week.

Major items of equipment included in the purchase are a Type TT5A television transmitter for Channel 13, 5 kw video, 2½ kw audio; a six-section super turnstile television antenna; two studio-type Orthicon cameras and associated control equipment; two 16mm projectors, film camera chain and associated equipment; master control and program switching equipment; two field pickup cameras and associated equipment; television mobile unit (truck), and microwave relay equipment.

New Philco TV Set

PHILCO CORP. has announced it is ready to market a new direct-view 23-tube video receiver (Model 700) with a seven-inch picture tube to retail for $199.50 plus excise tax and antenna installation. The price, according to James H. Carmine, Philco vice president in charge of distribution, is lower than that for any comparable receiver. At the same time, he announced that Philco was bringing out a new receiver with a ten-inch tube, Model 1001, which is priced at $339.50 plus excise tax and installation.

Newsreel

(*Continued from page 17*)

newsreel cameramen throughout the world will be flown to the New York headquarters of Movietone News, according to Edmund Reek, the newsreel's production head, so that the news coverage may be complete and timely.

None of the principals in the arrangement last week was ready to discuss the financial terms of the deal, but after repeated questioning, Mr. Luckenbill said, "We think we're paying an awful lot, while 20th Century-Fox doesn't think they're getting enough. All of us are getting experience in television from this venture and I guess we will have to pay our share of the cost."

Frank E. Mullen, NBC executive vice president, who announced the project jointly with Mr. Luckenbill and Mr. Skouras, said: "We regard this contract as one of the most significant steps in television history and are proud that NBC will be associated with Camel cigarettes and 20th Century-Fox in bringing television's first daily newsreel to the public."

Contract negotiations were handled by Mr. Luckenbill and Kendall Foster of the agency; Messrs. Skouras, Reek and Levathes of the motion picture company; Mr. Mullen and Reynold Kraft, video sales manager of NBC.

AWB Registration

(Continued from page 16)

Norma, Dept. of Interior, Washington; Higginson, Rebekah, WMEX Boston; Hoffmeir, Miriam, NBC New York; Holmes, Lucile M., Washington; Hope, Helen, WHYN Holyoke, Mass.; Houlahan, Marie, WEEI Boston; Houston, Mrs. Phil, WCOL Columbus, Ohio; Howe, Louise Hill, KSL Salt Lake City; Hunt, Adele, WPAT Paterson, N. J.

I

Inman, Elinor F., CBS, New York; Ives, Anice, WFIL Philadelphia.

J

Jesse, Mary Jane, Young & Rubicam, New York; Joyce, Dorothy, Lt., U. S. Navy, Washington; Joyce, Helen, WLS Chicago; Johnston, Elinor, WMBS Uniontown, Pa.

K

Kahler, Kitty, WAZL Hazleton, Pa.; Karn, Estelle, WNBC New York; Keltner, Kay, Swift & Co., Chicago; Kemble, Dorothy, MBS New York; King, Dorothea, WSPR Springfield, Mass.; King, Una, WTHT Hartford; Kitchell, Alma, WNBT New York; Kuhn, Rene, WNBC New York.

L

Langley, Margaret, WNBT New York; Law, Agnes, CBS New York; Lawrence, Lynn, WAKR Akron, Ohio; Lee, Elinor, WTOP Washington; Lewis, Dorothy, NAB New York; Lewis, Era, KGNC Amarillo, Tex.; Lewis, Lynn, WSCR Scranton, Pa.; Livingston, Helen, NAM New York; Logan, Judy, WAAF Chicago; Lynn, Peggy, WEST Easton, Pa.

Mc

McBride, Mary Margaret, WNBC New York; McCall, Betti, WCAO Baltimore; McEwen, Kay, WSTC Stamford, Conn.; McGuire, Frances, WPEN Philadelphia; McStea, Elizabeth, Camp Fire Girls, New York.

Mac

MacKenzie, Ken, General Mills, Minneapolis.

M

Marchbanks, Modane, Nutritious Margarine, Chicago; Markel, Hazel Kenyon, WTOP Washington; Marshall, Elizabeth E., WBEZ Chicago; Marshall, Mary Louise, WOC Davenport, Iowa; Matlock, Doris, KRRV Sherman, Tex.; Maxwell, Marie, WTTM Trenton; Melrose, Edythe Fern, WXYZ Detroit; Miller, Eleanor, American Red Cross, Alexandria, Va.; Moore, Gladys, WIBX Utica, N. Y.; Mullin, Esther, WGAR Cleveland; Murphy, Virginia, WFNS Burlington, N. C.; Musselman, Olivia P., WSAN Allentown, Pa.; Myers, Mrs. Charles A., WRR Dallas.

N

Nelson, Linnea, J. Walter Thompson Co., New York; Neuhaus, Ruth Daly, KFAB Omaha.

O

Osgood, Nancy, WRC Washington.

P

Pentland, Mary, Public Relations, New York; Pentlarge, Alice, WQXR New York; Podolsky, Sophia, Washington; Porutchik, Nadja J., New York; Pressly, Harriet, WPTF Raleigh, N. C.; Price, Marjorie, WILM Wilmington; Pritchett, Florence, WOR New York.

R

Ralls, Margariete, Business & Professional Women, Columbus, Ohio; Read, Miriam, NAM New York; Reasor, Agnes, Cereal Institute, Chicago; Reeves, Elizabeth, Knox Reeves Advertising, Minneapolis; Resch, Marion, WFMJ Youngstown; Richards, Norma, WSPD Toledo; Rick, Alice, Rockwood & Co., Brooklyn, N. Y.; Rippey, Colleen, WMRN Marion, Ohio; Roberts, Mrs. Lyn, WWOD Lynchburg, Va.; Rodgers, Beulah M., U. S. Navy, Washington; Rogers, Margaret, WBCC Bethesda, Md.; Rolfs, Mary Beth, WMAL Washington; Ruthenberg, Dorcas, WHAS Louisville; Ryder, Virginia Wade, WCED Du Bois, Pa.

S

Sabine, Harriet W., Can Mfrs. Co., Washington; Sanders, Mrs. Theo, KFWB Hollywood; Sanger, Eleanor N., WQXR New York; Schilbe, Patricia C., WPAM Pottsville, Pa.; Shank, Dorothy R., WEBR Buffalo; Sharp, Fern, WBNS Columbus, Ohio; Shaw, Monette, KABC San Antonio; Shearwood, Lucille, Federal Advertising Agency, New York; Short, Violet, KTSA San Antonio; Sioussat, Helen, CBS New York; Smith, Katherine R., Natl. Canners Assn., Washington; Snyder, Drucie, WBCC Bethesda, Md.; Solomon, Gladys, Washington; Spicer, Dorothy, KSTP Minneapolis; Sprackling, Mrs. Helen, Allied Industries Inc., New York; Stahl, Catherine, Dudley Anderson & Yutzy, New York; Stahl, Myrtle E., MBS Chicago; Stanley, Kay, WMBR Jacksonville; Staples, Marguerite, WTVL Waterville, Me.; Stearns, Jessie, WEAM Arlington, Va.; Stephenson, Malvina, Cincinnati Times Star, Washington; Stevens, Jane, WJW Cleveland; Stevens, Lois, Brand Names Foundation, New York; Stewart, Lillian, NAB, New York; Stowe, Faye, Thomas F. Conroy Inc., San Antonio.

T

Tartan, Beth, WSJS Winston-Salem; Tellegran, Eve, WGBS Miami; Temple, Martha Ross, WFBR Baltimore; Thomas, Karen, WNBF Binghamton, N. Y.; Thompson, Jean Clarke, American Gas Assn., New York; Titchener, Mrs. Dorothy, WENE Endicott, N. Y.; Todd, Kay, WBCC Bethesda, Md.; Towle, Dorothy S., WHEB Portsmouth, N. H.; Tufty, Esther Van Waggoner, WWDC Washington.

W

Wells, Betty, KRNT Des Moines; Wells, Virginia, WCON Atlanta; Werner, Mrs. Stella, WBCC Bethesda, Md.; White, Alice Brewer, WTAR Norfolk, Va.; Wilson, Louise, WHAM Rochester, N. Y.; Wilson, Mrs. Mary C., WTTM Trenton; Wisecup, Margaret T., WSOC Charlotte, N. C.; Witmer, Kaye, WKBO Harrisburg, Pa.; Wood Claire, WJAR Providence; Wright, Dorothy, DAR Trenton; Wurstner, Lois C., WHIO Dayton, Ohio; Young, Meredith, WOL Washington.

Film That Can Be Developed In 66 Seconds Demonstrated

FIRST WEST COAST showing of the 35-mm film which can be developed in 66 seconds was presented at a meeting of more than 200 members of the Southern California Theatre Owners Assn. in Los Angeles Jan. 28 by Loren Ryder, Paramount Pictures sound department head and president of the Society of Motion Picture Engineers.

Exhibit consisted of two rounds of the Louis-Walcott fight and a segment of dramatic presentation, both of which had been aired in New York.

Mr. Ryder told the theatre owners that the film was the result of experimentation and did not represent something which Paramount had plans to sell or exploit in any way at present.

Considers Results

In making the distinction between research and immediate application or adaptation, he said it was necessary to determine whether a result which was somewhat inferior to home reception might do greater harm in the long run than waiting for a possible better answer.

J. H. Nicholson, Los Angeles theatre operator who is chairman of the SCTOA committee to study the situation and who has conducted similar film experiments [BROADCASTING, Jan. 26], advised the membership that he had written to Los Angeles television station managements, advertising agencies and video advertisers seeking to arrange a meeting between their representatives and others of the exhibitors.

"It is the feeling of our association that the motion picture theatres and television need not be competitive arts," the letter stated.

The letter specifically took a stand against "jackrabbit operators" who appropriate television broadcasts "without thought of the legal rights of the station or sponsor."

Urges Quick Action

Pointing up the urgency of theatre television from an exhibitors' standpoint, Mr. Nicholson advised the meeting, "what we saw last New Year's Day will be nothing like what will take place next New Year's Day, unless we act very soon."

Exhibitors also saw what can be arranged in the way of simultaneous large-screen theatre showing by throwing the image on a screen from a distance of 25 feet. The screen demonstrated was manufactured by Colonial Television Corp. and the projection equipment is a development by Jack Richards, Los Angeles distributor for Colonial. This equipment is being used at the Pantages Theatre in Hollywood.

FM's Fight

(Continued from page 18)

a letter sent to the House committee warning that any change to the old 50 mc FM band "would hopelessly confuse and discourage manufacturers, FM broadcasters, and the public."

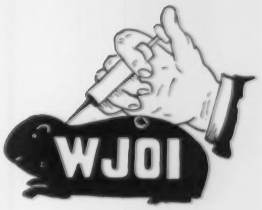
"The greatest problem facing FM stations has been the small audience which, of course, was caused by the comparatively low FM set production," said Mr. Wheeler's letter. "FM production is just now reaching sizable quantities, and FM station operators are beginning to get the feel of a sound business operation.

"If the 50 mc FM band is retained as the standard FM band, or even retained as an additional FM band, hundreds of FM stations, such as WEAW—the smallest type of FM station allowed by the FCC—would have no alternative but to cease operation completely."

NBC Convention Sept. 22

1948 CONVENTION of NBC affiliated stations will be held Sept. 22-25 at Sun Valley, Idaho, the network announced last week. This will be the second convention of all NBC affiliates. The first was held just preceding the NAB convention at Atlantic City last summer.

ANNUAL MEETING OF eastern Canadian stations of Trans-Canada and Dominion networks with officials of Canadian Broadcasting Corp., is to be held at Toronto, Feb. 16 and 17.



YOUR *Guinea Pig* STATION!

- IDEAL TEST MARKET*
- EASY-TO-USE RESEARCH FACILITIES

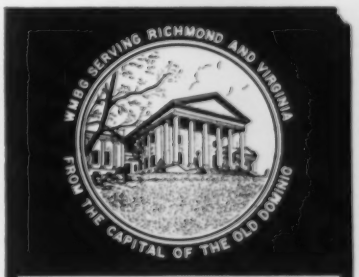
★ Our 100,000 listeners are about equally divided between industry, agriculture and commerce. $3,531 per family to spend after taxes (Sales Management, 1947) . . . equally divided as to urban and rural.

"CUSTOM TESTING SERVICE" available through our research department. Low hour cost for house-to-house, telephone or direct mail surveys.

ASK FOR FREE COST ESTIMATES

WJOI - ABC

"The Guinea Pig Station"
(TVA - Muscle Shoals Area)
FLORENCE, ALABAMA



FM STATION

W---CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

REPRESENTED BY JOHN BLAIR & CO.

5000 WATTS

FCC Majority Rules

(*Continued from page 15*)

themselves," though it "is a subject of vital significance which goes to the very heart of the problem of insuring a fair and balanced discussion of the relative merits of candidates for political office."

The majority reasoned:

It is important in considering this matter to determine just what would be the inevitable consequences of accepting the view that a licensee should have the power to require candidates to delete "possibly libelous matter."

In most political campaigns there are one or both of two basic issues before the public. On the one hand, there is the question of the relative moral, intellectual and political integrity of the opposing candidates. On the other hand, in most cases the record of the persons and party in office is up for the voters' inspection. Thus the question of the personal honesty of one of the candidates or the motives behind the actions of one group of office holders may be, and often is, the principal area of contention between opposing candidates.

This is not merely a question of "mud-slinging," the legality of certain questioned actions by one of the contesting parties in the election may well be the particular issue upon which the election does and should hang. These issues can only be brought before the public by statements of opposing groups. Such statements may or may not be libelous or slanderous. That will depend, in most cases, on whether the statements are true or false. But in every case of serious charges there is a possibility that the statement might be libelous, or, even if not in fact libelous, might subject the station to suit.

This means that if licensees are going to take it upon themselves to censor or restrict the broadcast of libelous material, they must either adopt a policy of requiring the elimination of all matter containing serious charges concerning the activities of opposing candidates or parties, which would seriously limit the effectiveness of radio broadcasting as a medium of political expression, or they must, in effect, set themselves up as the sole arbiter of what is true and what is false, what is in fact libel and what is not, an exercise of power which may be readily influenced by their own sympathies and allegiances. The Commission does not believe that it was the intent of Congress to give the licensees any such power or responsibility with respect to political broadcasts.

The assumption of a right to censor "possibly libelous" matter, or statements "which might subject the station to suit" would give to radio stations a positive weapon of discrimination between contesting candidates which is precisely the opposite of what Congress intended to provide in this section. . . .

It was pointed out that the Senate draft of the Radio Act of 1927 exempted stations from liability for libelous material in political broadcasts, but that this waiver was eliminated. The present Act, the majority noted, re-enacted the 1927 provision without change, although the question of licensee liability was called to Congress' attention during the hearings.

The majority added:

Accordingly, we are of the opinion that the prohibition of Sec. 315 against any censorship by licensees of political speeches by candidates for office is absolute, and no exception exists in the case of material which is either libelous or might tend to involve the station in an action for damages.

The majority recognized the existence of arguments that this interpretation "would leave the licensee in the completely untenable position of being forbidden to censor political speeches containing libelous or other actionable material and, at the same time, subject to damages for any libelous or actionable material in such broadcasts."

But, the majority asserted, the anti-censorship provision of Sec. 315 "appears clearly to constitute an occupation of the field by federal authority, which, under the law, would relieve the licensee of responsibility for any libelous matter broadcast in the course of a speech coming within Sec. 315 irrespective of the provisions of state law."

The majority cited the Supreme Court's recent decision in the case of Sola Electric Co. vs. Jefferson Electric Co. There the court said, in part: "When a federal statute condemns an act as unlawful, the extent and nature of the legal consequences of the condemnation, though left by the statute to judicial determination, are nevertheless federal questions, the answers to which are to be derived from the statute and the federal policy which it has adopted. To the federal statute and policy, conflicting state law and policy must yield."

The Supreme Court decision cited its ruling in the case of O'Brien vs. Western Union, in which the telegraph company was sued for alleged libel contained in a telegram. There, FCC's majority noted, the Court held "that the company's liability for transmitting messages in interstate commerce must be determined by federal statutes rather than state or local law," and that therefore Western Union was not responsible for libel in transmitting the libelous message.

The Commission majority declared:

The same statute which regulates telegraph companies regulates the activities of the licensees of radio broadcast stations. Unlike telegraph companies which as common carriers are specifically required to carry all messages presented to it, radio stations under the provisions of the Communications Act in general are given freedom, within the broad limits of their duty to insure that their overall operation is in the public interest, to determine which programs they will carry and which they will not and the exact content of such programs.

But in the case of political broadcasts by candidates for public office, no such freedom is delegated to the station owners. Once they determine to carry broadcasts by one candidate they are obligated to offer, without censorship, equal opportunities to use their facilities to all candidates.

The conclusion is inescapable that Congress has occupied the field in connection with responsibility for libelous matter in broadcasts under Sec. 315 as fully as it did with respect to responsibility for libelous material in telegrams transmitted in interstate messages by a telegraph company.

In the case of the radio station operating under Sec. 315 as in that of the telegraph company transmitting interstate messages the requirement of federal law is clear that the message be broadcast as submitted. Hence the station like the telegraph company is also relieved by operation of federal law from any responsibility for libelous material.

The majority conceded that "the contrary result" was reached in the Nebraska case of Sorensen vs. Wood (1932). But, the majority asserted:

The Sorensen case, which is the only case of which the Commission is aware which holds licensees liable for the remarks made by candidates for public office using their facilities, was decided before the Supreme Court's decision in the Sola Electric case and is inconsistent with the principles there laid down. It is significant that the Supreme Court dismissed the appeal in the Sorensen case on the grounds that the judgment of the Nebraska Supreme Court had been also based on a non-federal ground adequate to support the decision and that therefore no review of the federal issue was necessary.

The majority decision was reached by Chairman Wayne Coy and Comrs. Paul A. Walker, Clifford J. Durr, and George E. Sterling. Comr. E. M. Webster, absent, did not participate.

KXOK St. Louis has received an award from the Veterans of Foreign Wars in "appreciation for the generous contribution of its time and facilities to the presentation of the Program 'Our Land Be Bright.'"

NOT CHARADES, but rather 23 fingers in observance of that anniversary of Amos 'n' Andy in radio. Celebrants and celebraters are (l to r): Sam Pierce, Hollywood vice president in charge of radio, Ruthrauff & Ryan; Freeman Gosden (Amos); M. W. (Pete) Barnum, Ruthrauff & Ryan New York vice president and co-director of radio; Charle Correll (Andy); Glenn Y. Middleton, agency program producer. Program is sponsored by Lever Bros. on 146 NBC stations, Tuesday 9-9:30 p.m. (EST).

Producers of TV Films Marked For Union Drive

RICHARD F. WALSH, president of International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, has advised the Hollywood officials of the union to bear down on organizing television film producing firms, it was disclosed during his visit in Hollywood last week.

He called attention to many small film producing companies engaging in video fare production and emphasized the importance of organizing station employes as was done in the case of KTLA Hollywood, operated by Television Productions Inc.

MGM Film Promotion

AS PROMOTION for the MGM film, "Good News," five-minute transcriptions featuring interviews with stars have been sent to 225 stations throughout country. Discs have been prepared in two ways. In one, the voice of an interviewer is used. The second allows gaps for the voice of a local announcer. As an additional gimmick MGM records featuring songs from the picture are also included free, making it possible for a station to construct a 15-minute format around the interviews.

WJHP
POWER
PROMOTION
PROGRAMMING
PAYS OFF!

IN JACKSONVILLE, FLORIDA
. . . the fast-growing area serving
North Florida and Southern Georgia

5000 WATTS FULL TIME

Represented Nationally by
JOHN H. PERRY ASSOCIATES

NEW YORK CHICAGO PHILADELPHIA
DETROIT ATLANTA

ALLENTOWN SPEAKS . . .

to the quarter-million audience in Pennsylvania's famous Lehigh Valley through its leading Independent Station.

NOW "FM," TOO!
WKAP-FM—100.7 meg.

BEN W. MUROS, General Manager
O. R. DAVIES, Sales Manager

See FORJOE

IT'S WKAP IN ALLENTOWN, PA.

Jones Rebukes

(Continued from page 15)

. . . against broadcasting stations as joint libelers for libelous broadcasts of candidates which result in personal injury to them." He insisted that the question of licensee responsibility should be left to the courts to decide in specific cases until Congress sees fit to amend present law.

Pointing out that FCC had taken two and a half years to decide the WHLS case and that WHLS has promised to carry all political broadcasts even though the law does not require it, he said he recognized that "great injury" may result from keeping a license in jeopardy for long periods because the licensee "might well be willing to make any concession or promise that he thinks would satisfy any disfavor in which he might be held by the Commission."

Though he doubted FCC's power to deal with the subject even in regular rule-making procedure, he insisted that, at least, basic questions should be considered "fully and completely" in a general hearing "before the broadcast industry is subjected to untold damages and before passive third persons have been made to suffer by unscrupulous and illegal conduct of candidates broadcasting anything and everything over the broadcast facilities of the nation in accordance with the majority opinion."

FCC Right to Modify

One issue at such a hearing, he suggested, might well be the question of whether FCC has a right at all under existing law to make rules "which amend, modify, repeal or invalidate rights granted under the statutes of the several states."

In the majority's recognition that WHLS had no specific rule for guidance he saw "an admission that the Rules and Regulations are not adequate." He considered it "obvious that new rules should be adopted to guide all licensees in 'any situation' which might occur" under Sec. 315. He said the only existing rule which would bear on the WHLS case is the definition of candidates. Even there, he noted, the definition depends to a great extent upon "applicable laws," of which FCC "has made no study . . . . to determine who could become eligible for the benefits of Sec. 315."

"Such an analysis," he told his colleagues, "should be made of the various state and municipal election laws showing the various conditions necessary, respectively, to secure such benefits under Sec. 315."

Of the majority's ruling that a station may not ban political broadcasts after scheduling them, even though none has actually been made, Mr. Jones did not agree "that the making of contracts between the candidates and the station and the submission of scripts changes the legal situation under the terms of Sec. 315 of the statute. Sec. 315 specifies 'use' and I believe the definition of that word is clear. As applied to a radio station it must mean a program broadcast." He continued:

It may be that the terms of the contract here involved afforded possibility of legal action for damages against the station when the contracts were cancelled. Nevertheless there was no "use" of the station by any of the candidates within the terms of Sec. 315 . . . The prohibition against censorship over material broadcast by political candidates contained in Sec. 315 arises only when a licensee has permitted the station to be used by such candidate. In this case there never was any "use" by any candidate. Therefore, there could have been no censorship.

Comr. Jones maintained that the majority's ruling "that a candidate may broadcast anything and everything in his partisan political speeches is clearly inconsistent with Sec. 303(r) of the Communications Act, in that it doesn't require candidates to abide by the law of the Communications Act as well as other applicable statutes, federal, state and local."

Claims 'Double Standard'

Claiming that the majority's interpretation would set up "a double standard whereby the ordinary citizen must abide by the law and a political candidate may break any law," he said: "Under this concept, a candidate may in his broadcast violate state election laws and the Federal Corrupt Practices Act, utter words of obscenity, profanity and vulgarism in violation of Sec. 326 of the Communications Act, or divulge information concerning lotteries which are violations under Sec. 316 of the Communications Act."

Comr. Jones insisted that Mr. Muir's original broadcast was not political within the meaning of Sec. 315, that WHLS therefore had violated no law and should be granted renewal upon that finding. He pointed out that the broadcast was made on free time and that nobody requested time to reply, although equal free time was offered.

Says Not Responsible

"The station certainly does not have the responsibility of drafting, demanding, or kidnaping a responsible party or even a legally qualified candidate to take issue with Muir before it can be said to operate the station in the public interest," he said.

Whether it was fear of libel suits that motivated WHLS in its cancellation of all political broadcasts, he said, is beside the point: "The right of the licensee to *carry no political broadcast* is not *diluted* by any decision he might have made or had in mind up to the time such legal right is exercised. To decide otherwise is to defeat the clearly expressed will of the Congress and to substitute therefor the conclusion of an administrative agency as to what the law should provide."

Even assuming that Mr. Muir's original broadcast was "political," Comr. Jones argued that "there is clearly no issue before the Commission" on which to base findings, of industry-wide applicability, that stations which decide to carry political broadcasts must carry them even though they are found to be libelous and even though none has been carried at that point, or that stations will be relieved of responsibility for libelous material so broadcast.

Of these principles and the finding that WHLS was guilty of censorship when it cancelled all political broadcasts, Mr. Jones said (without mentioning the famed Mayflower decision banning editorializing, which industry spokesmen have long attacked on the same grounds):

The majority casts aside the legal doctrine on these three points of law which are to govern hereafter all licensees and exonerates WHLS for reasons wholly unrelated legally to the gravamen of the opinion.

I conclude that the majority is rendering a decision on these broad and far-reaching principles of law which it is not now called upon to decide. I further conclude that these three rulings in the majority opinion are dicta. In enunciating the dicta the majority is using its quasi-judicial processes to accomplish a rule-making function.

Asking what damage might be done if the majority should be proven wrong in its conclusion that stations are not responsible for libel in political broadcasts, he said:

Even if these issues were properly before us for decision rather than pronouncement of dicta, I consider it quite unnecessary and wholly undesirable for the Commission to find as a matter of existing law that a radio broadcast station is relieved by operation of federal law from any responsibility for libelous material included in a political broadcast carried under Sec. 315.

This new legal principle and interpretation of basic law by the majority opinion will be binding upon the entire broadcast industry for an indefinite period of time. Although a number of authorities cited in the majority opinion seem to lend support to their obiter, no case full in point has ever been finally decided. It is reasonable to assume that many political campaigns will be held in the meantime and before the matter of liability is finally decided.

He told his colleagues that their "regulatory function does not extend to the exercise of authority to deprive a private citizen of redress for personal injuries sustained as a result of a libelous broadcast"; that "Congress has not specifically invaded the field of civil and criminal liability of a licensee with reference to broadcasting," and that FCC has "no specific authority . . . to create, extend, modify or invalidate state statutes and rights of citizens thereof, respectively."

He referred to differences in state laws on defamation and called the majority's attention to the Tenth Amendment to the Constitution: "The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people."

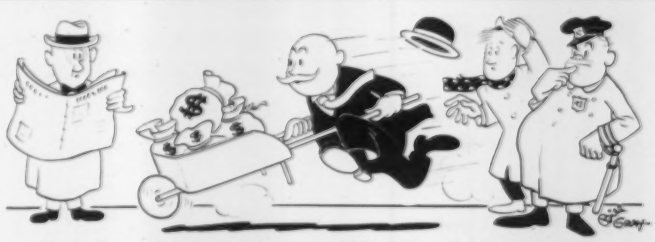
Comr. Jones noted that FCC has recommended that Sec. 315 be amended to relieve stations of responsibility for libelous political broadcasts but that "Congress has chosen to let the Section remain the same." He charged:

The majority opinion now enunciates in this proceeding an interpretation of the present act on all fours with the language of the amendment it apparently felt necessary in the past to be made law by Congressional enactment to reach the results announced in their dicta.

Conflict Heats Hearings On FM Licenses in L. A.

HEARING for FM licenses being conducted in Los Angeles were highlighted last week by heated conflict between two Inglewood (Calif.) applicants, William Haupt (KVVC), and Centinela Valley Broadcasting Co. James B. Cunningham, FCC Washington, D. C., examiner, presided. Scheduled to be heard today (Feb. 2) is Alhambra Broadcasters Inc. Alhambra applicants heard last week included Centinela Valley Broadcasting Co., Nichols and Warinner Inc., (KFOX) Long Beach and KOWL Inc., Santa Monica.

Hearings will probably wind up Wednesday after the remaining two applications—Angelus Broadcasting Co., Temple City, and Whittier Broadcasting Co., Whittier—have been taken up.



Find the advertiser who got RESULTS, not promises! He's the chap who was smart enough to jump at the chance to get his product on Rochester's new live-wire, up-and-at-'em station . . . **WVET**

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION
WLW
700 ON YOUR DIAL

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

PROGRAM PROGRESS was discussed Monday and Tuesday by the NAB Program Executive Committee, at meeting in Statler Hotel, Washington. Taking part were (seated, l to r): Harold E. Fellows, WEEI Boston; Layne Beaty, WBAP Fort Worth; Ted Cott, WNEW New York; John S. Hayes, WINX Washington, chairman; A. D. Willard Jr., NAB; Harry [illegible] Butcher, KIST Santa Barbara; Walter J. Brown, WSPA Spartanburg, S. C.; standing, Ben Miller, NAB; E. R. Vadeboncoeur, WSYR Syracuse; Harold Fair, C. E. Arney Jr., NAB.

Long-Range Program Manual Is Voted by NAB Committee

LONG-RANGE program manual containing material prepared by the top authorities in the field will be developed by NAB. The project was approved at a three-day meeting of the Program Executive Committee, held Monday through Wednesday at NAB headquarters in Washington.

The project will be continuing, with chapters to be assembled in a loose-leaf manual to permit additions and modernization. Handling the job of assembling and maintaining the service will be Harold Fair and Ben Miller, Director and Assistant Director of the Program Dept.

Material will be published chapter by chapter. Subjects already selected include development and use of program resources; production on the local level; farm programs; news; education; religion; copyright; preparation and production of commercial copy; cooperation with community projects; recorded programs, including disc jockeys.

Emphasis on Quality

Since the Program Dept. was set up last spring work has been under way on projects covering copy, farm programs and recorded broadcasts. The department also has started a Program Reference Library covering successful programs and ideas. It includes a check list of open-end transcriptions. The old continuity exchange service operated by NAB some years ago likely will be revived.

Mr. Fair said emphasis will be placed on quality rather than speed in preparing the program manual.

The program committee meet jointly Wednesday with the Public Relations Executive Committee. Principal topic was the Standards of Practice, a revised version of which is being prepared for submission to NAB directors well in advance of the Feb. 24-26 board meeting at Hot Springs, Va.

The program group adopted a resolution requesting the board to consult the Public Relations Dept. in presenting the final version of the code to the industry and public.

Public relations committeemen discussed proposals for industry-wide promotion of broadcasting. It was proposed that display advertising of Radio Manufacturers Assn. members carry slogans promoting American radio.

Attending the program meeting were:

John S. Hayes, WINX Washington, chairman; Layne Beaty, WBAP Fort Worth; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Calif.; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; E. R. Vadeboncoeur, WSYR Syracuse. Harold E. Fellows, WEEI Boston, attended as board liaison. Representing NAB were President Justin Miller; Executive Vice President A. D. Willard Jr.; Messrs. Fair and Ben Miller.

At the public relations meeting were:

Frank King, WMBR Jacksonville, Fla., chairman; Craig Lawrence, WCOP Boston; Buryl Lottridge, WOC Davenport, Ia.; Harry Maizlish, KFWB Los Angeles; Walter Wagstaff, KIDO Boise, Idaho; James W. Woodruff Jr., WRBL Columbus, Ga. Network liaison members present were Robert Saudek, ABC; George Crandall, CBS; A. A. Schechter, MBS.

Listed as Traders

FOUR FCC employes were among government individuals listed last week by Agriculture Dept. as having traded in the commodity market at some time between Jan. 1, 1946 and Dec. 15, 1947. They were: John McAllister and Douglas Anello, attorneys, safety and special services division; Benito Gaguine, chief of the emergency and miscellaneous section of that division, and Robert J. Rawson of the AM broadcast section of the law department. F. C. and R. B. Gaguine, also in the Agriculture Dept. list, were reported "unknown" by the Commission.

K-F TO SPONSOR TOU[R] OF MOBILE VIDEO UNI[T]

KAISER-FRAZER Corp., Willo[w] Run, Mich., which entered telev[i]sion last month as sponsor of th[e] original *Amateur Hour* on the Du[-] Mont video network, will also spon[-]sor a country-wide tour of the Du[-] Mont television-mobile unit, sched[-]uled to start Feb. 15.

A television studio on wheels equipped with cameras, receiver[s] and the other paraphenalia needed to put on a closed circuit vide[o] program, the mobile unit is 26 feet long, 10½ feet high and eight feet wide, and has a 20-inch tube re[-]ceiver in its side. Parked in front of K-F dealer showrooms in each city it visits, the units will be used to demonstrate television and will visit many areas whose resi[-]dents have had no previous ex[-]perience with television.

In addition to the *Amateur Hour* telecasts on WABD New York, W T T G Washington, WFIL-TV Philadelphia and WMAR (TV) Baltimore, Kaiser-Frazer also spon[-]sors *Newscope* on MBS Sun., 8:45-9 p.m., Tues., Thur., Sat., 7:30-7:45 p.m. Agency is Swaney, Drake & Bement, Chicago and Detroit.

Upcoming

Feb. 9-10: Atlantic region stations of Trans-Canada and Dominion networks meet with CBC, Hotel Brunswick, Moncton, N. B.

Feb. 12-13: NAB 9th District meeting, Palmer House, Chicago.

Feb. 16-17: Trans-Canada and Dominion networks conference with CBC, Toronto.

Feb. 16: NAB Radio News Clinic, Daniel Boone Hotel, Charleston, W. Va.

Feb. 17: NAB Radio News Clinic, John Marshall Hotel, Richmond, Va.

Feb. 18: NAB Radio News Clinic, Hotel Charlotte, Charlotte, N. C.

Feb. 20: BMB Annnual Board Meeting, BMB Hdqrs., New York.

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.

Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.

Feb. 26-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City.

March 1: FCC hearing on the right of stations to editorialize, FCC Hdqrs. Washington.

ABUG Will Fight Mayflower Change

Coalition of 7 Broadcast Unions To Send Hearing Witnesses

UNANIMOUS support of the Mayflower Decision was pledged by the Assn. of Broadcast Unions and Guilds, a coalition of seven radio labor groups, at a meeting in New York last Monday.

ABUG presents a solid phalanx of the broadcast unions, including the American Federation of Musicians, American Federation of Radio Artists, Assn. of Theatrical and Radio Press Agents and Managers, International Brotherhood of Electrical Workers (Local 1212—Radio Broadcast Engineers Union), Radio Directors Guild, Radio Writers Guild, and National Assn. of Broadcast Engineers and Technicians.

Representatives of each union and of ABUG itself have announced plans for appearing as witnesses at the Mayflower hearings slated to begin March 1 in Washington. ABUG said it will oppose reversal of the Mayflower Decision because it believes that "... such a reversal would deprive the American public of rights which were guaranteed to it by Congress—it is under this right that radio broadcasting has flourished by insuring that the American public be afforded a fair and equal presentation of all sides of controversial issues presented over broadcast facilities."

Although the ABUG components were formally organized into a common body on Sept. 29, 1947, they did not become a working entity until last week, when the presentation on a national and local level was first made public.

Oliver W. Nicoll, a member of AFM, AFRA, ATPAM, RDG, and RWG, is acting chairman of the group. The following are delegates:

For AFM international — Harry J. Steeper, first assistant to the president; for AFM Local 802 (New York)—Charles Iucci, secretary; for AFRA national and local—George Heller, executive secretary, Clayton Collyer, first vice president, and Alan Bunce, treasurer; for ATPAM national and local—Milton Weintraub, secretary-treasurer, and Oliver M. Sayler, business agent; for IBEW Local 1212 (Radio Broadcast Engineers Union)—Ray Wood, president, and Charles Calame, business manager; for RDG international and local—Earle McGill, international president, William Sweets, national vice president and New York local president, Newman H. Burnett, national executive secretary, and Oliver Nicoll, New York local member; for RWG national and regional—Erik Barnouw, national president, Roy S. Langham, national executive secretary, James Stabile, eastern region executive secretary, and Sheldon Stark, board member; for NABET national and local—John R. McDonnell, national vice president, Harry E. Miller, national secretary-treasurer, C. Westover, New York chapter chairman, William States, engineering chapter chairman, and Eugene Clark, Hudson chapter chairman.

17 STORES ARE GIVEN NRDGA'S MERIT AWARD

CERTIFICATE of merit awards were announced last week by National Retail Dry Goods Assn. in connection with the second annual NRDGA Retail Radio Program Contest [BROADCASTING, Jan. 19]. Seventeen stores were given awards. Previously NRDGA had announced 12 grand awards and 16 honorable mention awards.

Winners of certificate of merit awards were:

GENERAL FAMILY: Abrahamson-Bigelow, Jamestown, N. Y., for "Breakfast with Bigelow's" on WJTN; Hills, McLean & Haskins, Binghamton, N. Y., for "City Desk" on WINR; John Bressmar Co., Springfield, Ill., for "Upon Reflection" on WCVS; John Gerber Co., Memphis, Tenn., for "Memphis Midsouth Today and Tomorrow" on WMC; John Taylor Dry Goods Co., Kansas City, Mo., for "Joanne Taylor" on KMBC; and Pomeroy's Inc., Pottsville, Pa., for "Tone Portraits" on WPAM.

WOMEN'S: Milliron's, Los Angeles, for "The Woman's Voice" on KMPC; Clarke's, Peoria, Ill., for "Breakfast Party" on WMBD; Heer's, Springfield, Mo., for "Diana Dean" on KTTS; Gladding's, Providence, R. I., for "Concert Hall" on WHIM; Alms & Doepke, Cincinnati, for "Time for Calling" on WSAI; Frank R. Jelleff's, Washington, D. C., for "Modern Manners" on WMAL.

TEEN-AGE: Buffum's Department Store, Long Beach, Calif., for "Life Begins at 17" on KGER; F & R Lazarus & Co., Columbus, O., for "Hi-Jinx Show" on WCOL; Iszard's, Elmira, N. Y., for "Teen Talk and Tunes" on WENY; The Fair, Fort Worth, for "Ballads by Brooks" on KXOL; Walker's, San Diego, Calif., for "Debber Dates" on KSDJ.

MBS LAUNCHES 'RADIO NEWSREEL' PROGRAM

TODAY (Feb. 2) marks debut on MBS of *Radio Newsreel*, incorporating spot news coverage from home and abroad with wire and tape recording. Series will be aired Mon.-Fri. 9:15-9:30 p.m. (EST) from New York.

The large corps of radio correspondents participating in show will include Mutual's own staff of reporters and overseas correspondents. News will be fed to New York, program origination point, by special lines and international shortwave, as well as by recordings.

Network already has announced the assignment of four of its top news men to the daily series—Arthur Feldman, producer, Mort Koplin, director, Phil Tonken, narrator, and Jack Fern, scriptwriter [BROADCASTING, Jan. 26].

Zenith Radio Corp., which is contemplating sponsorship of the series, thus far has signed no contract, though it is expected to consummate the deal shortly. Under the plan as originally offered, MBS would start the program on a sustaining basis this month, hoping to build up a sizable audience preparatory to sponsorship by the firm early next month.

Agency for Zenith is MacFarland, Aveyard and Co., Chicago.

Nassour to Build Television Theatre

Studio Video Facility Is Included In Big Hollywood Project

PROJECT calling for a $225,000 theatre and studio television facility was announced in Hollywood last week by William Nassour, president of Nassour Studios. Construction will get underway March 1 at eastern end of the organization's lot at 5746 Sunset Blvd. in the film capital, Mr. Nassour said.

Measuring 152 feet by 64 feet, the new structure will house a 450-seat theatre and a stage (60 feet by 60 feet). Three control booths also will be included, one for radio and two for television. One video booth will be at rear of theatre and the other booths on opposite sides of the stage.

Whether the facility will be rented to one specific user on a first-refusal contract basis has not been decided, according to Mr. Nassour. But he advised BROADCASTING that negotiations are going on with several radio-television interests.

At the same time, Mr. Nassour disclosed there is a possibility that the studios' film production unit might sign a contract with a national television organization similar to the NBC-Jerry Fairbanks production pact. In any case, he said that it would be possible for his firm to produce film at a favorable price, since much of the overhead is already being borne by the commercial film unit.

Expanding this, he said that writers, directors and other production personnel already are on a staff basis.

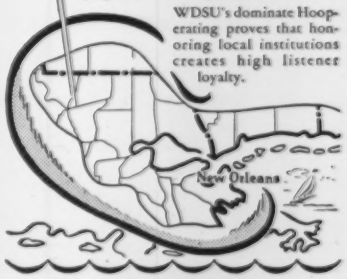
FIRST MEETING of year was held Wednesday-Thursday by NAB Public Relations Executive Committee. Present were (l to r): Robert K. Richards, NAB; Buryl Lottridge, WOC Davenport, Ia.; Harry Maizlish, KFWB Los Angeles; Frank King, WMBR Jacksonville, Fla., chairman; George Crandall, CBS; Robert Saudek, ABC; Walter Wagstaff, KIDO Boise, Idaho; Craig Lawrence, WCOP Boston; A. A. Schechter, MBS; Jas. W. Woodruff Jr., WRBL Columbus, Ga.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

WWOD
Lynchburg's First Regional Station

WWOD covers the rich Central Section of Virginia. The Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask The Walker Company.

Affiliated with MUTUAL

1000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated by
OLD DOMINION BROADCASTING COMPANY
LYNCHBURG, VIRGINIA
NATIONAL REPRESENTATIVE
THE WALKER COMPANY

Open Mike

(*Continued from page 34*)

market where powerful services are available . . .

I predict that very soon, there will be a great trend toward national business being placed on the smaller stations in greater effort than ever before and it is my confirmed belief that the smaller hometown stations will, in a group, produce greater results than the extravagant effort concentrated on power.

Garo W. Ray
President
WWON Woonsocket, R. I.

* * *

EDITOR, BROADCASTING:

During my appearance before the Senate Interstate and Foreign Commerce Committee some technical discussions arose, during which the Acting Chairman of the Committee stated that he had heard that television had been placed in the former FM band only temporarily and inquired of me, if that was so, had the Commission so informed the public.

I replied by saying I thought the public notice on that subject did not state anything about a temporary assignment of television. I went on further to explain that the public notice of the allocations made in May 1945 stated that the Commission indicated there was insufficient spectrum space available in the band in which they were assigning television to provide a nationwide competitive system, hence the expansion of television service must look to the higher frequency bands and to that extent the Commission allocated a band much higher in frequency (480-920 mc) for experimental purposes to develop the television service whether it be monochrome or color.

It would be appreciated if you would publish this letter in order to allay any concern on the part of those who may have interpreted what I had said as indicating the present allocation for television in the bank in which it is now being operated is of a temporary nature. I can find nothing in the Commission's Report which would indicate that it is of a temporary nature. The Commission's full report on this subject will be found on pages 97 to 100, inclusive, reported on Docket No. 6651, dated May 25, 1945, "The Report of Allocations from 25,000 kc to 30,000,000 kc."

G. E. Sterling
Commissioner
FCC
Washington 25, D. C.

COY CITES FM's ROLE AT WWDC CEREMONY

(Address by Wayne Coy, Chairman, Federal Communications Commission, on program inaugurating full power over WWDC-FM Thursday night, Jan. 22, 1948, Statler Hotel, Washington.)

My good friends, manager Ben Strouse of WWDC-FM asked me to speak on this program. I was delighted to accept for two reasons. In the first place, I am a FM fan. I have had a FM set in my home for several years and enjoying the unique quality of FM reception has been one of my major indoor pastimes.

Naturally, when I find a new FM station on my dial it's like discovering a new world of pleasure. I find a whole host of new friends who are bending every effort to entertain and inform me with music, comedy, news of the day, discussions and many other enjoyable programs. As a FM fan I find I am rediscovering a lot of thrills of pioneering that made the early days of standard radio so memorable.

Of course WWDC-FM is not a new station but its increase to 20,000 watts power will make it a new station to many listeners and will greatly improve its reception for its former listeners.

The second reason I am glad to participate in this program is that the Federal Communications Commission is highly enthusiastic over FM as the new system of broadcasting. Every new station that goes on the air is another step in speeding the establishment of this new system.

We want the American people—not only here in Washington but everywhere in the Nation—to have this superior service just as quickly as possible. We are doing everything possible to hasten the growth of this new type of broadcasting that is free of static and fading and that gives you full tonal range and lifelike reproduction of both voice and music—a system that permits us to have many more stations that we could ever have in the standard broadcast band. We are watching keenly the efforts that are now being made to create FM networks and to arrange the duplication of the musical programs of standard stations.

Now while the Commission can encourage FM by prescribing high regulations, the major responsibility for building up this system rests with the broadcasters and with the listeners. I want to extend my personal commendation to WWDC for the alacrity, the zeal, the enterprise and the imagination it has displayed not only in creating its own FM service but its efforts to help acquaint the people with the efforts of FM generally.

We listeners who already own FM sets can also help. The more set owners there are the faster advertisers will sponsor programs over FM stations. Such support will provide the incentive for the construction of new stations and for the scheduling of finer programs. I say this with the sure knowledge that there are those who would have you believe that the FCC does not think advertising is in the public interest.

I take a great deal of pleasure in offering my congratulations to WWDC-FM on its formal inauguration of full power. I wish it all success and a long and fruitful career of service to the Washington metropolitan area.

Wheat Succeeds Rollo as FCBA Head
Jones-Porter Repartee Marks Dinner

LED by FCC Comr. Robert F. Jones and former Commission Chairman Paul A. Porter, members of the Federal Communications Bar Assn. ribbed each other, the Commission and the procedures of radio regulation in general at their annual dinner last Wednesday night in Washington.

The banquet, held at the Mayflower Hotel, followed elections which elevated Carl I. Wheat of the Washington firm of Wheat, May, Shannon & St. Clair to the FCBA presidency succeeding Reed T. Rollo of the Washington office of Kirkland, Fleming, Green, Martin & Ellis.

Other new officers: Guilford S. Jameson and Neville Miller, first and second vice president, respectively; Charles E. Thompson, secretary, and Vincent B. Welch, treasurer. George S. Smith, Fred W. Albertson, and John F. Gibbons were named new members of the executive committee. The nominating committee consisted of Herbert M. Bingham, chairman, and Louis G. Caldwell, Philip G. Loucks, and Frank W. Wozencraft.

Comr. Jones, principal speaker, told the attorneys that the backlog of applications awaiting FCC action is "a real problem that needs the clear thinking of the Commission and the active cooperation of the bar to lick." Referring to technological advances in broadcasting and other communications media, he said: "Backlogs beget hindsight. The Commission must keep abreast of the development of the art or fail. We can lick the log jam if we will, and I know we will."

He conceded that the Commissioners "don't always agree" but said "they're not the kind of men who are disagreeable because we disagree. Frankly I had some misgivings before I came; but I'm glad to say they were unfounded," he added.

Mr. Jones, along with other principals, kidded colleagues and practitioners alike.

He said he didn't think new Chairman Wayne Coy was as well qualified as some people thought. Referring to his own experience as a former stockholder in a Lima (Ohio) applicant company, he explained: "I was an applicant for a license longer than he worked in the industry!"

"He never filled out an FCC application for a new station in his life," Mr. Jones added. "I did—and do you learn the facts of life when you file for a station!"

Mr. Porter, acting as master of ceremonies, also offered an un-FCC-like description of the application forms. They're "too long, too detailed, and just reflect a vulgar sense of curiosity," declared the former chairman, now engaged in private practice.

Retiring President Rollo, opening the session, reported that FCBA membership had reached a new peak of 377 members. Guests at the dinner included all members of the FCC except E. M. Webster, who is attending a conference in London. Artists from Washington AM and television stations presented a program of entertainment.

During the preceding annual business session, the membership voted down a proposal to adopt a resolution taking a position on the question of a station's right to editorialize, which is to be the subject of an FCC hearing starting March 1.

Retiring FCBA officers were Mr. Rollo, president; Mr. Wheat, first vice president; Mr. Jameson, second vice president; John H. Midlen, secretary, and Russell Rowell, treasurer.

47.7%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
8.9% to Station B!

•

50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

YOU HAVEN'T FOUND IT?
Ask* GATES *About It!

A large line of components for broadcast equipment; anything you need,—is available *now*. Just let us know what you need.

TRANSFORMERS	CAPACITORS
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RACK CABINETS	METERS

Any Component For Broadcast Equipment In Stock

Orders Filled Same Day Received

GATES

GATES RADIO COMPANY
Quincy, Illinois

Networks Devising

(Continued from page 13)

time the average evening audience declined only 4.5% from April to May. C. E. Hooper, president of the firm, told BROADCASTING the 4.5% decline probably reflected a seasonal trend for which the beginning of the summer vacation period and other factors were responsible.

In the post-war years of 1946-47 when daylight time again was in effect in some parts of the country and standard time in the rest, the average evening audience declined 7.4%. Mr. Hooper said the apparent reason audience decline in post-war summers was less than before the war was that "networks did something about it."

Adoption by ABC of a complete rescheduling of programs, through recorded repeats, to keep programs arriving at the same local hours despite the time changes of summer; the somewhat less complete rescheduling on a similar basis by Mutual, and invigorated promotion and publicity campaigns by CBS and NBC to acquaint listeners with time changes were believed responsible for the improved audience figures in 1946 and 1947.

As the only network with experience in complete summer rescheduling, ABC last week was reviewing its 1947 summer operations. Charles E. Rynd, ABC vice president who has been in charge of the network's complicated rescheduling, outlined the results in an interview with BROADCASTING.

In 1947 all ABC stations but two were fed the revised summer schedule. The two exceptions were WDEF Chattanooga, Tenn., and WBSR Pensacola, Fla., which were on daylight time although large areas around them were on standard time. Cost of special lines to these isolated positions would have been prohibitive, Mr. Rynd said.

Recording centers were established in Chicago and Hollywood, from which points repeat broadcasts were fed to stations in standard time zones. Cost of extra lines to accommodate the repeat broadcasts amounted to about half the total cost of rescheduling, Mr. Rynd reported.

Cost Prorated

One-third of the total cost was spent for recording material and the balance for increased labor to man the recording equipment and handle mechanical details.

Much of the total cost of summer operation was prorated among affiliates situated in standard time zones. The assessment against these stations was 50% of their one-hour, one-time card rate per week. Mr. Rynd reported that at the end of the summer season a rebate of five weeks of fees was made to stations. The network bore the rest of the cost, but has refused to divulge figures.

Advertisers generally favored the rescheduling policy, Mr. Rynd reported. Questions were raised on only a few points, he said.

One was that rescheduling complicated analyses of program popularity ratings since ABC shows encountered different competition in different parts of the country. This situation, he pointed out, would be eliminated by adoption of similar rescheduling by all major networks.

ABC this year will use new Ampex tape recorders at its Chicago and Hollywood recording centers, Mr. Rynd said. This will reduce cost of the delayed program policy because tape can be demagnetized and reused.

Third WBAL Continuance Plea Denied

Pearson - Allen Proposed Operation Data Is Entered

THIRD REQUEST by WBAL Baltimore for continuance of its license renewal proceeding before FCC until retraction of "false" Blue Book charges [BROADCASTING, Jan. 19, 26] was denied last Monday by Presiding Comr. Rosel H. Hyde.

The Commissioner ruled again that the application of Drew Pearson and Robert S. Allen's Public Service Radio Corp. for WBAL's facilities and the Hearst station's renewal request must be heard in comparative hearing as required by law. He reiterated that both applications would be considered on their merits as evidenced in the record of the case and that no other factor, such as the Blue Book, would be of weight. The petition for correction of the Blue Book, which accompanied the continuance motion, awaits action by the full Commission.

Last week's further hearings included testimony by Charles D. McCabe, president of Hearst Radio Inc., WBAL licensee, and opening of direct presentation for Public Service by Col. Allen, its president. On Monday Comr. Hyde again deferred ruling on motions by Pearson-Allen to subpoena William Randolph Hearst and for introduction of the Hearst organization voting trust agreement. What WBAL claims to be relevent portions of it are already in FCC files.

Mr. McCabe, who appeared as Commission witness and was examined by FCC Counsel John E. McCoy, stated he did not recall any instance in which Mr. Hearst had given instructions regarding the operation of the Baltimore station. He testified his duties were confined to those of the office and top policy matters such as network affiliation and capital expenditure.

Allen's Testimony

Col. Allen's testimony and cross examination ran from Monday afternoon through Wednesday morning. He related that a dinner party at the home of Mr. Pearson in December 1945 served to start the two columnists' interests in radio toward a joint venture which resulted in the filing of the request for WBAL's facilities in September 1946. Col. Allen said the whole field was canvassed and discussed, including available assignments and possible purchase of an existing station, and that sometime in the spring of 1946 the decision to seek WBAL's channel "evolved."

Col. Allen related that in his investigation of Baltimore radio he found this "great facility, a fabulous opportunity to do things" for the city and state and on which "there was an official document containing a condemnation by the Federal Government." He said that wherever he went and where the question arose about the Blue Book, "they would tell you a lot more that the Blue Book didn't have in."

Asked if he accepted as fact the Blue Book statements, Col. Allen replied, "I can't testify as to its truth or untruth. This was an official document, put out by an agency of the United States Government, and until it was disproved or otherwise impaired I accepted it as a legal document, privileged matter."

Regarding the addition of other stockholders in the applicant corporation, Col. Allen said it had been the plan before filing to incorporate with local people. He said it was necessary for himself and Mr. Pearson to file alone to show faith to local individuals who were interested but who "couldn't afford to stick their neck out." He said these individuals told him "Mr. Hearst is very powerful here." The two columnists now hold 35½% each.

'In Public Service'

The proposed station, according to its general policy statement, would be to "pioneer new fields of education . . . community service and . . . patriotic inspiration and still give to its listeners programs designed for entertainment purposes." "Mystery thrillers" were held "undoubtedly" to have contributed to juvenile delinquency "while the triangle plots of the soap opera have contributed to divorce." It continued, "For these reasons, radio's new departure should be a calculated attempt to meet the needs of America's 'mental environment'—in other words, radio in the public service."

Proposed station, which would operate 6 a.m. to 1 a.m. weekdays and 7 a.m. to 1 a.m. Sundays, has set 66% as maximum commercial limit. Not over three spots per quarter-hour would be allowed and total commercial time per quarter-hour could not exceed two minutes, Col. Allen said. Weekly total of spots: 140 commercial, 45 public service.

Applicant's proposed staff exhibits, which omitted a music librarian, showed 79 persons, plus staff orchestra, would be employed at monthly cost of $31,600. Fifteen persons would be in executive department, 14 in engineering, 6 commercial and 44 in program department (not including orchestra). Col. Allen as executive manager reporting to board would get $1,000 per month. Under him is slated a station manager at $2,000 per month. Other monthly expenses, including scholarship awards and prizes to schools, teachers and educational experts, would bring total expected monthly operating cost to $46,450. Initial construction cost estimate is $281,100.

Col. Allen, whose assets were reported as $235,312.50, testified he was willing to obligate himself personally even to $2,000,000 to make the station a success. He stated possible loans to that amount were available.

Public Service Radio indicated it had five other witnesses to present, including Mr. Pearson.

SHEPARD IS RE-ELECTED YANKEE BOARD'S HEAD

JOHN SHEPARD 3d has been re-elected chairman of the board of the Yankee network, it was announced Jan. 26. He also will serve as consultant to the network management.

Mr. Shepard

Thomas F. O'Neil was elected vice president and also will act as a member of the board of directors of the Yankee network and the Mutual Broadcasting System.

Other officers of the New England system are George Steffy, vice president, and Linus Travers, executive vice president and general manager. Mr. Travers also is a board member of both the Yankee and Mutual systems.

At Deadline ...

NETWORK VIDEO PLANS ANNOUNCED BY ABC

ABC PRESIDENT Mark Woods Friday revealed network plans to get five television stations in operation by end of 1948, to establish three preliminary regional networks, linking Chicago and Detroit; San Francisco and Los Angeles; and New York, Philadelphia, Baltimore and Washington

Construction schedule calls for WENR-TV Chicago to get on air about Sept. 1 with studios, transmitter and antenna in Civic Opera Bldg.; Detroit station in November, operating from MacCabee Bldg.; Los Angeles, where transmitter is being constructed atop Mt. Wilson, with negotiations under way for studio locations, and San Francisco, where network is buying Sutro Bldg. as transmitter and temporary studio site. December is scheduled date for debut of ABC television in New York, where transmitter and antenna will probably be located atop Chrysler Tower, under facilities sharing arrangement with CBS for which negotiations are nearly completed. ABC is also negotiating for studio sites in New York.

RCA transmitters and equipment to be used at all ABC video stations with deliveries of Chicago and Detroit transmitters slated June 1. Construction under supervision of Austin Co.

ABC PLANS MEETINGS

SERIES of meetings of ABC and affiliate executives to begin Feb. 16 at Atlanta Biltmore Hotel, Atlanta. Others to follow: Feb. 25 at Hotel Biltmore, New York; March 10 at Ambassador East Hotel, Chicago. Last tentatively set for San Francisco or Los Angeles close to NAB convention in May.

FOUR TELEVISION applications received at FCC Friday: WCAE Inc. (WCAE), Pittsburgh, Channel 10 (192-198 mc); KCMO Broadcasting Co. (KCMO), Kansas City, Channel 5 (76-82 mc); New England Television Co., Worcester, Mass., Channel 5; St. Louis U., St. Louis, Channel 7 (174-180 mc).

TITUS DENIES ARRAIGNMENT ON STOCK SALE CHARGES

PAUL M. TITUS, spokesman for "fifth network" corporation Radio America Inc., denied Friday he had been arraigned or to his knowledge indicted on stock sale charges (earlier story page 20 B). Returning to Denver after business trip through Wyoming, Colorado and nearby states, Mr. Titus said he had not been recently in San Francisco, where trial reportedly is set for March 1, and had received no notice to appear there, "though my whereabouts have been no secret."

He said he was checking through his attorneys in California and expected to have explanatory statement later. He insisted that charges, if any, do not involve his and present associates' efforts to establish fifth national network but relate instead to previous venture, North American Broadcasting System. He said unequivocally that he had sold no stock in NABS in California or elsewhere and that so far as he knew none was sold by his former associates.

CONTINENTAL, PETRILLO AGREE

MUSICIANS fees and working conditions for FM originations to be handled at AFM local level under agreement reached Friday in New York by James C. Petrillo, FM Assn. and Continental Network (early story page 13). "The entire FM picture has been cleaned up," said Everett Dillard, FMA and Continental president. All agreed contracts could be drawn up quickly. Others present were Hudson Eldridge, WASH (FM) Washington business manager; Chas. V. Wayland, Continental Network general counsel; William A. Fay, Stromberg-Carlson Co. vice president; Leon Campbell and Paul Schwarz, presidents of AFM Rochester and Washington locals.

LICENSE EXTENSIONS

LICENSE extensions to June 1 given following stations Friday by FCC pending receipt of information on stock discrepancies: KNET Palestine, Tex.; WHSC Hartsville, S. C.; WJMS Ironwood, Mich.; WNVA Norton, Va.

O.K. FOR L.A.

REVISED program being drafted for NAB convention events in Los Angeles week of May 17-21. Plan calls for two-day management convention May 17-18 (Monday, Tuesday) covering industry-wide problems. Wednesday would be open day, with engineering conference Thursday and Friday. This is reverse of original plan.

Equipment and other exhibits would be open all week, with heavy items in ballroom-foyer and others in second-floor suites.

New plan in works for month but held up by conflict in Biltmore Hotel dates. With opening events, president's address and code debate occupying Monday agenda, only five hours would be available for discussion of all other industry problems if management convention is limited to two days. Departmental clinics to be held at district-area meetings in autumn.

LOWER TELEVISION RATES ANNOUNCED BY NBC

NBC Television Friday announced following reduced rate schedule for WNBT New York effective April 1, 1948:

Transmitter charges—base charges Monday-Friday 7-11 p. m., Saturday, Sunday, 1-11 p. m. Monday-Friday, 5-7 p. m. at three-fourths base charge, other periods half base charge; 20 seconds (slide or film only) $100; 1 minute (film only) $175; 5 minutes $175; 10 minutes, $260; 15 minutes, $300; 20 minutes $375; 30 minutes, $450; 40 minutes, $600; 60 minutes $750.

Discounts on above—26 times per year, 7½%; 39 times, 10%; 52 times, 12½%; 104 times, 15%; 208 times, 17½%; over 208 times per year, 20%.

Program facilities charges range from $200 for 5 minutes, studio 8G and $100 for film studio to $1,000 for one hour, 8G, and $250 for film studio. Limited rehearsal time is allotted without extra charge, NBC said. Recognized agencies allowed 15% commission on transmitter and program facilities charges.

KBNE BOULDER CITY QUITS

ECONOMIC reasons cited by KBNE Boulder City, Nev. (1450 kc, 250 w) in request granted Friday by FCC to dismiss renewal application and delete station. Since nearby KRAM Las Vegas underway (same owner, Boulder City Broadcasting Co.) most KBNE advertisers switched to hometown KRAM, 1 kw day, 920 kc. Boulder City (pop. 3,000) source of only $1,000 revenue monthly to KBNE one-third expenses. Las Vegas (pop. 8,422) now has four stations authorized. KBNE was MBS outlet.

House Given $6,300,000 FCC Budget

SINGLING OUT activities which it felt should be curtailed, House Appropriations Committee Friday recommended $6,300,000 budget for FCC in 1948-49. This amount, specified in Independent Offices Appropriations Bill reported to House by Appropriations Subcommittee Chairman Richard B. Wigglesworth (R-Mass.), would be $60,000 more than FCC's present peak peacetime appropriation but $240,000 less than sum requested in President's budget estimates [BROADCASTING, Jan. 19]. It includes $40,000 for printing and binding.

In accompanying report, committee said:

. . . . the committee is of the opinion that several activities under the Commission are over-staffed and, in the event there is urgent need for expansion of other work, the Commission should give serious consideration to reallocation of its funds among its activities with a view to meeting adequately its more important responsibilities.

The committee suggests that consideration be given to reduction in the proposed expenditures in respect to the Accounting Dept. (Broadcast), Secretary's Office, Litigation Division (with the elimination of two field offices), Review Section, the executive officer and assistants, Planning Division, and the personnel setup.

Highlights of FCC testimony before appropriations committee, made public simultaneously with bill, included:

FCC members and staff executives were queried at length, usually with Rep. Wigglesworth as questioner, on large number of recent or pending cases including those involving WOKO Albany, WORL Boston, WOV and WNEW New York, WCHS and WGKV Charleston, W. Va., WBAL Baltimore, New York FM, Brockton (Mass.) AM, KFBI Wichita and KTSW Emporia, Kan. When question was raised in some cases, FCC spokesmen denied political pressures had affected decisions.

It was revealed that FCC Acting Executive Officer W. K. Holl in November "attempted to remove" Budget Officer William H. Robertson after Mr. Robertson refused position on planning staff. FCC Chairman Wayne Coy said he had been authorized to formulate recommendation for Commission action on case.

As of mid-January, out of total 2,163 AM, FM, TV and other broadcast applications, 253 had been pending more than 18 months; 189, from 12 to 18 months; 412, from 6 to 12 months; 1,309, under six months.

Comr. Clifford J. Durr said he doubted whether FCC legally could turn down an applicant simply because he was Communist, unless it was shown he advocates overthrow of government by unconstitutional means.

Comr. Rosel H. Hyde indicated FCC's decision on clear-channel and daytime-skywave case may not come all in one piece. He said it is not "the theory of the Blue Book" that some specific ratio of commercial vs. sustaining time must be met.

Closed Circuit

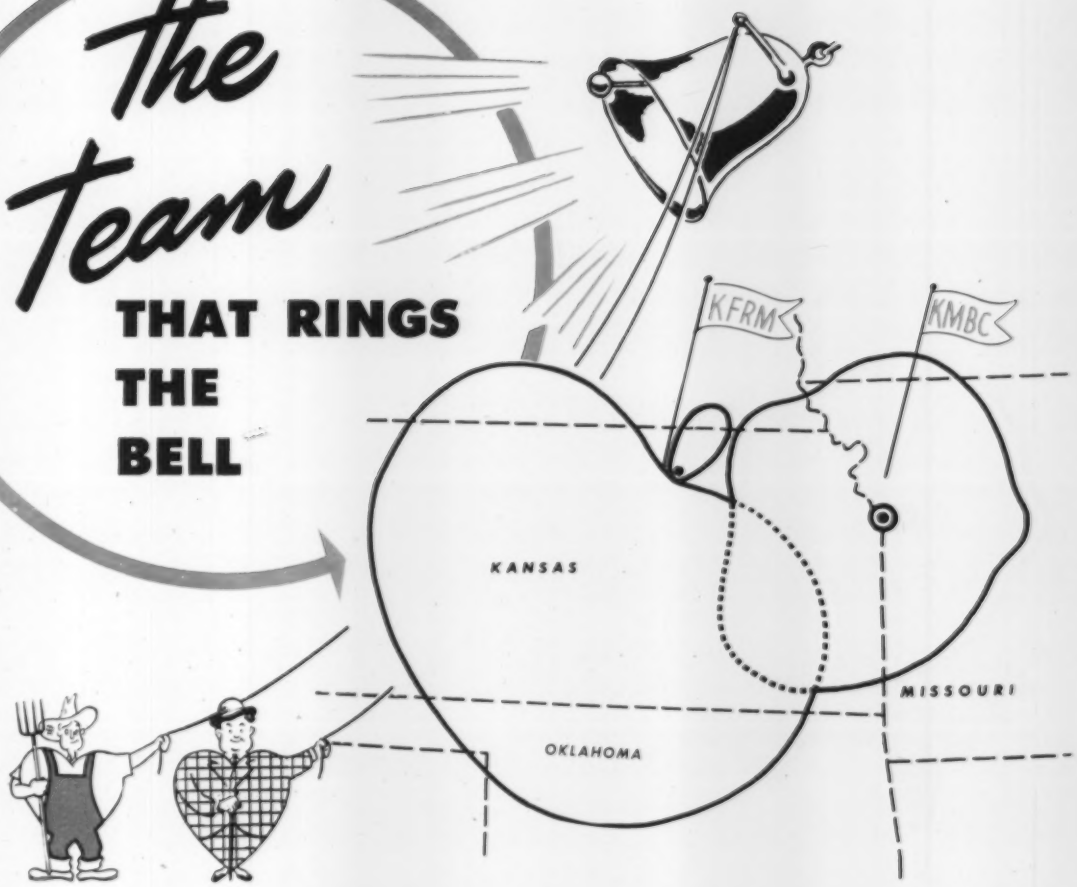
(Continued from page 4)

delphia (*Bulletin* station), WMAR-TV Baltimore (*Sun-papers*) and WMAL-TV Washington (*Evening Star*).

DOROTHY LEWIS, who has directed women's activities of NAB for nearly decade, may join United Nations in important radio capacity. She wound up her NAB affairs with Natl. Assn. of Women Broadcasters convention in Washington last week (convention story page 16).

LOOK FOR, *Chicago Tribune* to run special 40-page supplement during March, highlighting television. Issue will run concurrent with opening, on regular program basis, of WGN new video station, WGN-TV.

The Team THAT RINGS THE BELL



The KMBC-KFRM Team is ringing the bell for listeners and advertisers alike throughout the Kansas City trade area. Advertisers are quick to sense the economical advantage of covering all the Kansas City trade territory through one broadcaster.

And listeners from Kansas, Oklahoma, Nebraska, Colorado and other states are writing in to say they sure like KFRM's KMBC programming. Yes. KMBC of Kansas City and its new 5,000-watt, 550 Kc. daytime associate, KFRM for rural Kansas, team together to provide what other broadcasters can't—complete coverage of the Kansas City trade territory from Kansas City.

KMBC of Kansas City

KFRM for Kansas Farm Coverage

FREE & PETERS, INC.